



PLANO CULTURAL ARTS MASTER PLAN COMMUNITY ENGAGEMENT SUMMARY



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PROJECT BACKGROUND

The City of Plano is currently engaged in the development of its first comprehensive Arts and Culture Master Plan. This strategic initiative is designed to guide the future of arts and culture within the community over the next ten years, building upon the city's rich history of involvement in cultural activities. This includes the operation of cultural facilities, granting support to arts organizations, and sponsoring festivals and events that celebrate Plano's diverse and vibrant culture.

The Arts and Culture Master Plan originated from the proactive advocacy of the local arts community, who recognized the importance of having a dedicated framework to ensure the continued thriving of arts and culture in Plano. The Plano City Council, in response to this community activism, acknowledged the significance of this effort for both the arts sector and the broader community. The council, alongside city management, is committed to gathering comprehensive input from a diverse range of stakeholders, including arts organizations, faith communities, educational institutions, and residents, to ensure that the plan reflects the community's needs and aspirations.

This ten-year master plan takes a holistic approach, seeking to integrate arts and culture into various facets of community life. It recognizes that artistic and cultural expression extends beyond traditional art spaces, permeating through education, healthcare, urban development, and economic sectors, contributing to a vibrant and cohesive cultural ecosystem. As part of the planning process, discussions have been held with community leaders, including representatives from faith communities, who play a pivotal role in fostering cultural expression and providing venues for artistic endeavors.

To ensure the comprehensiveness and inclusivity of the Arts and Culture Master Plan, public engagement plays a central role in its development. The City is actively soliciting input from a wide array of stakeholders through various channels, including public meetings, surveys, focus groups, and targeted outreach to underrepresented communities.

This engagement process aims to raise awareness about the project, gather local insights, and gain a deeper understanding of the community's evolving trends and needs. The ultimate goal is to collaboratively establish a shared vision and core values that will guide the community's cultural development and identify opportunities to enhance cultural offerings, improve access to arts and culture, and ensure that Plano's cultural landscape is as dynamic and inclusive as its population. By bringing together diverse voices and perspectives, the Arts and Culture Master Plan will shape a future where arts and culture are central to the identity and vitality of Plano.



Photo: courtesy Legacy West:



Photo: courtesy Plano Symphony Orchestra

To guide our community engagement efforts, we have established a set of strategic objectives. These objectives are designed to maximize community participation, gather valuable insights, and foster long-term involvement in Plano's arts and cultural scene.

Strategic Objectives

1. Harness Local Creativity: Tap into Plano's existing artistic and cultural networks to efficiently engage the public in the Arts and Culture planning process. Collaborate with local artists, cultural institutions, and community leaders to expand our reach.

2. Remove Participation Obstacles: Identify and address potential barriers that might prevent full community involvement, particularly for underrepresented groups, in the Arts and Culture planning process.

3. Promote Inclusive Participation: Develop various engaging opportunities for a wide range of community members to provide meaningful input. Focus on Plano's diverse neighborhoods and design specific methods to involve groups that have historically been less engaged in cultural planning.

4. Inform Decision-Making Through Collaboration: Gather valuable community input that reflects local cultural knowledge, artistic expertise, and values to guide decision-making in the Arts and Culture planning process.

5. Nurture Long-Term Cultural Engagement: Build community capacity and encourage ongoing involvement in Plano's arts and cultural scene, fostering not just feedback but also creative solutions and strategies to implement the Arts and Culture Plan.

To achieve these objectives, we will employ a mix of in-person events, digital engagement, grassroots outreach, and social media strategies.

The City established a set of guiding principles to ensure that our community engagement process is genuine, fair, and culturally responsive, creating an environment that encourages open dialogue and mutual respect. The overarching goal of this engagement process is to create meaningful opportunities for consensus-building among Plano's diverse stakeholders to shape a shared vision for the city's artistic and cultural future.

Guiding Principles

• **Genuine and Fair:** Initiate and maintain authentic dialogues, grounded in cultural research and data, to establish a framework for Plano's future arts and culture landscape. We will collaborate with local cultural organizations and diverse community groups to develop culturally appropriate outreach methods.

• **Adaptable and Welcoming:** Utilize a variety of creative and traditional approaches to actively engage a wide spectrum of Plano's community groups. The process will accommodate participation in various settings, tailored to local preferences and cultural contexts.

• **Transparent and Accessible:** Ensure all activities have a clear purpose and are described in easily understandable language. Communicate how community input will be used in the planning process.

• **Mutual Respect:** All participants, including the project team, artists, residents, and city leaders, should demonstrate respect in their words and actions. Create an environment where everyone feels comfortable expressing their opinions, regardless of their background or level of artistic involvement.

• **Blend of Personal and Digital:** Recognize that many people value face-to-face interaction. Use methods such as workshops, interviews, and cultural events to interact with community members personally. Complement these with digital engagement through social media, online surveys, and virtual forums.

• **Culturally Responsive:** The Arts and Culture planning process will highlight cultural equity issues and facilitate constructive conversations about access to artistic opportunities, cultural representation, and concerns about cultural preservation and evolution.

• **Commitment to Action:** The project team is dedicated to conducting the planning process with integrity and honoring the creative input and cultural insights of community members.

• **Cultural Education:** Engagement activities will educate the public on the social, economic, and community benefits of a vibrant arts and culture scene, enabling informed participation and decision-making.

The Process

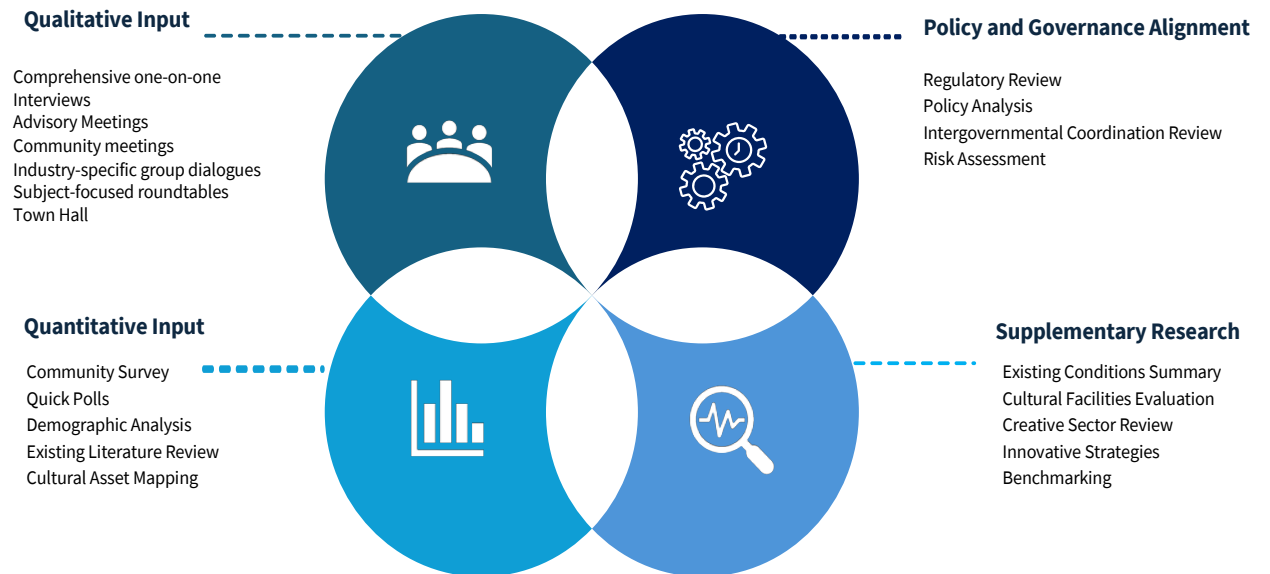
Building upon these guiding principles, we have developed a comprehensive engagement approach that aims to inform, consult, involve, collaborate with, and empower the Plano community throughout the Arts and Culture Master Plan process.

The City of Plano is utilizing a three phased process that includes a Research and Engagement Phase, Document Co-Creation, and Refinement and Adoption.

Research and Engagement - establishes a strong foundation through comprehensive data gathering and in-depth stakeholder engagement. By launching a statistically significant survey to capture broad community perspectives, the team established baseline metrics and identified key areas of focus. This quantitative research is enriched by key stakeholder interviews, advisory group meetings, cultural asset mapping. Focus groups, and roundtable discussions brought together diverse perspectives from arts, business, education, and community development and more to explore collaborative opportunities and shared challenges in the cultural landscape. Community outreach pop-ups provided spaces for in-depth discussions around specific cultural sectors and community needs.

The graphic below outlines the multifaceted approach used in the cultural arts plan research and engagement, combining qualitative and quantitative inputs alongside other supplementary research and policy alignment. It incorporates diverse feedback methods such as community surveys, town halls, and demographic studies, along with thorough policy and governance evaluations to ensure the cultural plan is comprehensive, inclusive, and aligned with both community needs and existing policies. This comprehensive method fosters a well-rounded understanding of cultural needs and resources in a community, facilitating effective planning and implementation.

Strategic Framework for Stakeholder Engagement and Research in Cultural Planning



Cultural Arts Plan Strategic Framework

Document Co-Creation - the co-creation phase integrates community input, research findings, and cultural planning best practices to develop actionable strategies for Plano's cultural future. Building on insights from research, interviews, and focus groups, the study team works closely with the advisory group to craft preliminary recommendations and strategic directions. The resulting draft plan will be shared online for public review, enabling community members to provide direct comments and feedback that will help refine and validate the planning directions before moving into final adoption stages.

Refinement and Adoption - the refinement and adoption phase marks the transition from planning to implementation. The revised plan, incorporating community feedback and technical refinements, will be shared through both a town hall meeting and City Council presentation. This final round of engagement ensures broad community awareness and formal consideration of the plan. The establishment of ongoing feedback mechanisms will ensure continued community involvement throughout the implementation process, creating a framework for long-term engagement and accountability.

The City and study team will assess participation by analyzing the demographics of those who responded to both the community survey, the statistically significant of participation demographics, documentation of feedback channels utilized, and monitoring of community representation will help ensure the process remains accessible and meaningful for all of Plano's diverse communities.



Photo: Art Wall in Downtown Plano



STAKEHOLDERS

The Cultural Arts Plan for the City of Plano recognizes a diverse array of stakeholders, each playing a crucial role in shaping the city's cultural landscape (see Plano Cultural Arts Plan Stakeholder Groups diagram.) These stakeholders include government and public sector representatives, arts and culture entities, creative professionals, local businesses, community education institutions, residents, and other relevant parties. Together, these groups form a collaborative network aimed at enhancing and expanding Plano's cultural offerings. Their collective involvement ensures a comprehensive approach to cultural development that reflects the community's needs, leverages local talents, and promotes sustainable cultural enrichment and educational opportunities.



Plano Cultural Arts Plan Stakeholder Groups

Stakeholders continued

- **Government/Public Sector Stakeholders:** These are officials and agencies responsible for policy-making, funding, and regulation, ensuring that the plan aligns with public interests and legal frameworks.
- **Arts and Culture Stakeholders:** Comprising local artists, cultural institutions, and arts organizations, these contributors bring creativity and authenticity to the plan, driving its artistic vision.
- **Creative Stakeholders:** This group includes creative businesses and professionals whose innovative approaches can offer fresh perspectives and solutions to cultural programming and community engagement.
- **Local Businesses:** Their involvement ensures that the economic aspects of cultural initiatives are considered, facilitating partnerships that can lead to sustainable cultural development.
- **Community Education:** Educational institutions play a critical role by integrating arts into curricula and making cultural education accessible to students of all ages.
- **Residents/Community Stakeholders:** The residents of Plano are central to the plan, providing input on their needs and preferences to ensure the plan serves the community effectively.
- **Other Stakeholders:** These may include non-profit organizations, external advisors, and other communities, whose experiences and insights can enhance the strategy's inclusiveness and effectiveness.



Photo: Art Mural in the Douglas Community in Plano

ENGAGEMENT

Engagement Methods

The Plano Cultural Arts Master Plan is utilizing multiple engagement methods to ensure comprehensive community input throughout the one-year planning process. These carefully selected approaches will help shape the next decade of cultural arts in Plano. The result of these multiple engagement methods is resulting in several thousand touchpoints/interactions with Plano's public which will provide an accurate assessment of public opinion and priorities.

Arts Advisory Group

The Community Advisory Committee (CAC), primarily appointed by the City Council and the Downtown Development Services serves as a key stakeholder group and an important collaborative component of the planning process. This working group of community representatives acts as both engagement advisors and plan ambassadors.

Meeting up to four times during the project, CAC members educate their constituencies about the plan, encourage broad participation in engagement activities, and provide valuable feedback on materials and Principal Plan Components.

Stakeholder Interviews and Focus Groups

Through targeted discussions with key community members and organized focus groups, the planning process gathers in-depth insights from various sectors of the community. These conversations help identify specific needs, opportunities, and challenges within Plano's cultural arts landscape.

Surveys

The City conducted a statistically significant survey of Plano's population as the primary research tool, using comprehensive sampling methods and rigorous data analysis to ensure results accurately reflected community-wide views and priorities. Additionally, a virtual community survey was launched during the project's initial phase, serving as an engagement tool at pop-up events where it was accessible through QR codes on community flyers and the City's website. More than 300 responses were collected at these public events, providing additional insights into residents' vision for cultural arts while helping promote awareness of the planning process throughout the community.

Website

The project's dedicated web page on the City's website serves as an information hub for the Plano Cultural Arts Plan. Here, community members can find background information on the project, learn about project milestones and pop-up locations, and will be able access the draft report. The website provides a consistent, accessible platform for sharing project information and updates.

Social Media

Throughout the engagement process, the City created promotional content for multiple social media platforms, including NextDoor, Instagram, Facebook/Meta, and X. These posts direct the public to the City website and engagement hub, ensuring widespread awareness of participation opportunities. The City's communications office coordinates messaging to maintain consistent connection with project web pages.

Pop-Ups and Community Events

The plan incorporates eleven (11) pop-up engagement events at existing community gatherings. This approach helps reach the public where they already meet, creating opportunities to hear from a diverse cross-section of the community. The project team deployed interactive activities and displays at festivals, parks, schools and other popular locations, enabling meaningful conversations with community members about their vision and priorities for Plano's cultural future. Also included in the experience was a community arts project that the public could participate in called *"Live Creatively in Plano"*.

Final Townhall and Public Hearing

At the conclusion of the planning process, a townhall presentation will be held concurrent with a public hearing. This important event provides community members the opportunity to review the draft Cultural Arts Plan and share their thoughts and feedback before the plan is finalized. The public hearing format ensures that all voices can be heard as the plan moves toward completion.

Pop-up Locations

The general public had the opportunity to provide direct input into a future vision of arts and culture in the City of Plano at a number of Pop-up events around the city in Fall, 2024 at libraries, recreation centers, festivals, and at special events at a local mall. Over 1,000 people interfaced with the team through various events. In addition, the team distributed several thousand informational project cards and posters at locations throughout the city in both English and Spanish.

Wednesday, October 2, 2024

Haggard Library (2501 Coit Rd, Plano, TX 75075) 10:00 AM - Noon

Tom Muehlenbeck Recreation Center (5801 W Parker Road, Plano, TX 75093) 3:30 PM - 6:00 PM

Thursday, October 3, 2024

Davis Library (7501-B Independence Pkwy, Plano, TX 75025) 10:00 AM - Noon

Carpenter Recreation Center (6701 Coit Rd, Plano, TX 75024) 3:30 PM - 6:00 PM

Legacy West

(5908 Headquarters Dr, Plano, TX 75024) 5:00 PM – 7:00 PM

Friday, October 4, 2024

Tom Muehlenbeck Recreation Center (5801 W Parker Road, Plano, TX 75093) 7:00 AM - 10:30 AM

Legacy West

(5908 Headquarters Dr, Plano, TX 75024) 12:00 PM – 1:00 PM

Saturday, October 5, 2024

Douglass Visions & NAACP Voter Registration Event (Park at Avenue I and 12 Place, Plano, TX 75074) 10:00 AM – 1:00 PM

Saturday, October 12, 2024

2024 North Texas Pride "Come As You Are" Festival, ArtCentre of Plano (902 E 16th Street, Plano, TX 75074) 11:00 AM - 2:00 PM

Saturday, October 19, 2024

20th Annual Plano International Festival, 2024 Haggard Park (15th Street and Avenue H, Downtown Plano – Downtown DART Station) 10:00 AM - 3:00 PM

Saturday, October 26, 2024

For the Love of Art, The ArtCentre of Plano (902 E 16th St, Plano, TX 75074) 6:00 PM – 9:00 PM

Saturday, November 16, 2024

Willow Bend Mall – Willow Bend Wonderland (6121 W Park Blvd, Plano, TX 75093) 3:00 PM – 6:00 PM

Saturday, December 14, 2024

Willow Bend Mall – Willow Bend Wonderland (6121 W Park Blvd, Plano, TX 75093) 11:00 AM – 2:00 PM



As Mayor Muns says, "Cultural Arts are part of the fabric of Plano. We want to hear from everyone in our community as we build our first-ever citywide Cultural Arts Plan."

Why Participate?

- Cultural arts defines and enriches our community.
- This is Plano's FIRST 10-year Cultural Arts Plan - be part of history!
- Your input ensures the plan represents ALL of Plano's cultural diversity.

What We're Creating

- A comprehensive 10-year strategy for all cultural arts
- A plan based on community priorities
- Exciting long-term public art initiatives
- Sustainable funding recommendations for cultural programs

How You Can Get Involved – Starting Now!

- Take our community survey.
- Visit pop-up sessions around Plano (see website for locations and dates).
- Attend community-wide meetings and local community events.
- Follow and use #PlanoCulturalArtsFuture on social media.

Your Input Will Help Us:

- Celebrate Plano's unique cultural identity.
- Make cultural arts accessible to EVERYONE.
- Boost our local economy through creativity and culture.
- Establish Plano as a lasting cultural arts destination.



Take our community survey online.

Don't miss this chance to influence a decade of cultural arts in Plano!

Visit [Plano.gov/CulturalArtsPlan](https://plano.gov/CulturalArtsPlan) for the survey, pop-up locations, meeting dates and more information.

Together, let's create a vibrant tapestry of cultural arts in Plano – your participation over will shape the next decade and beyond!



Show us your vision for Plano HERE on our Padlet Vision Board



Tu voz importa

Como dice el alcalde Muns, "Las artes culturales son parte del tejido de Plano. Queremos escuchar a todos en nuestra comunidad mientras creamos nuestro primer Plan de Artes Culturales para toda la ciudad."

- Participa en nuestra encuesta comunitaria.
- Visita nuestras sesiones emergentes y reuniones comunitarias.
- Buscamos en eventos locales de la comunidad.
- Sigue y usa #PlanoCulturalArtsFuture en las redes sociales.

Tu voz nos ayudará a:

- Celebrar la identidad cultural única de Plano.
- Asegurar que las artes culturales sean accesibles para TODOS.
- Impulsar nuestra economía local a través de la creatividad y la cultura.
- Establecer a Plano como un destino duradero de artes culturales.

Visita [Plano.gov/CulturalArtsPlan](https://plano.gov/CulturalArtsPlan) para la encuesta, ubicaciones de las sesiones, fechas de reuniones, y más información.



Participa en nuestra encuesta comunitaria en línea



Muéstranos tu Visión de Plano AQUÍ en nuestro Tablero de Visión de Padlet.

Juntos, vamos a crear un vibrante tapiz de artes culturales en Plano.

Plano Arts and Culture Informational Materials

WHAT WE ASKED & WHAT WE HEARD

The community's vision for creative life in Plano emphasizes inclusive, family-friendly experiences that celebrate cultural diversity. Residents want opportunities to both create and experience art, with strong interest in hands-on activities and educational programs for all ages. Public art and cultural festivals that reflect Plano's diverse community are highly desired, along with accessible community spaces and family-oriented venues. The feedback reveals demand for both structured programs (classes and workshops) and spontaneous creative opportunities (public art and pop-up events). Music and performance emerge as key elements, with requests spanning various genres and venues. Respondents envision Plano as a place where creativity is integrated into daily life through accessible spaces, diverse programming, and cultural exchange.

The pop-up events provided the opportunity for the public to answer two questions:

"In Plano, I Want to Live Creatively By?"

"How Do You Live Creatively in Plano?"

The public responded in writing on display boards provided at the events and spoke verbally to team members. A summary of public remarks heard is as follows:

"In Plano, I Want to Live Creatively By?"

"Taking Classes & Workshops"

"Teaching Photography to the youth"

"Venues to showcase poetry"

"By trying a new local restaurant each month"

"Going to the Art Museum & Makerspace"

"Going to crochet & knitting circles"

"Expanding community couches with Come As You Are"

"Enjoying performances in Plano like Beatles Night"

"Rahuka Fields like Kanish, etc."

"Oak Point Park at Nature Preserve"

"Dallas Street dance: Community vibes to Yankee, Popping, Hip-Hop, Krump, etc."

"Going to fun free activities (on fully funded DART transit)"

"How Do You Live Creatively in Plano?"

"Art Fair"

"Live Music"

"Poetry Writing Class"

"LGBTQ+ participation"

"More festival activities and food"

"Creative face painting"

"Kids Art & Creative Programs"

"More Murals and more places to look at cultural art"

"Support local artists"

"Music Festivals & Markets"

"Annie Lee Gallery"

"More decoration for Holidays"

"Downtown dance party"

"Public Art installations"

"More Latin festivals & Music events"

"Ethiopian & Eritrean"

"Puppet Shows"

"More showcasing of local artists"

"Live life to the fullest and don't react to others' judgment"

"Splash Pad for kiddos like Klyde Warren"
"I would like a museum"

"Douglas community center needs more programming for culture and arts"

"Master classes for youth like Addison Craft Guild"

"How Do You Live Creatively in Plano?"

"Would like to see more jazz and neo soul groups at the amphitheater"

"More diversity from around the world – food, language courses"

"African culture musicians"

"Open come and go workshops with crafting materials, art classes, and workstations"

"Granville Island Ideas"

"Puppet Shows"

"Movie making, mini-gingerbread houses"

"Live music in community spaces"

"DIY Craft Studios"

"Art Workshop Center"

"Featured Art Working"

"Cultural street fairs"

"Chalk Art"

"Sculptures in parks"

"More art galleries"

"More frequency to kid events and different age groups"

"Rec Center with art activities and STEM activities"

"Open all the time not just certain hours like the library/hospitals"

"Parks with sculptures"

"Painting in the park"

"Shakespeare in the Park"

"Wood/Slime art"

"Music in parks"

"More music centers"

"Water activities"

"Outdoor Roller Rink"

"An events district"

"More unique quality activities like this"

"Homeschool mom activities"

"Small children's activities during school time"

"Restaurants with play areas"

"Makerspace lab to tinker & create"

"Parr Library"

"Swimming Center"

"Playing piano"

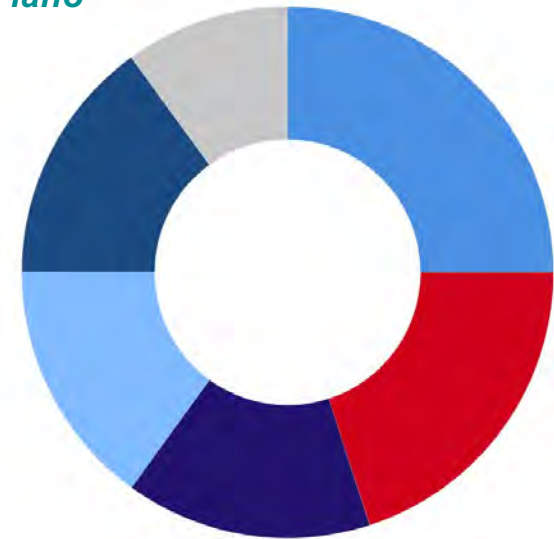
"Play at different parks"

"Theater in classes"

"Museum crafts"

"Restaurants with kid playgrounds"

Plano's Creative Future: Community Input Categories for Living Creatively in Plano



■ Youth & Family Activities (25%) ■ Cultural Festivals & Events (20%)
 ■ Arts Education & Creative Spaces (15%) ■ Music & Performance (15%)
 ■ Public Art & Exhibitions (15%) ■ Community Spaces & Amenities (10%)



Live Creatively in Plano

"Live Creatively in Plano," featuring a community art board designed by local artist Amber Lee, exemplified how a Cultural Arts Plan is truly a community-endorsed effort where everyone has a role to play. The interactive project invited community members to create individual artwork on hundreds of magnetic tiles that were assembled into a larger mosaic installation, symbolizing how each resident contributes to Plano's cultural fabric.

The art board traveled to various pop-up locations throughout Plano, attracting a diverse range of participants from families with young children to individuals and couples of various ages across the city. While creating their magnetic tile artworks, participants shared their vision for cultural and artistic enhancement in Plano through surveys and informal discussions. This innovative format successfully merged hands-on creative activity with meaningful community input for the Cultural Arts Plan.

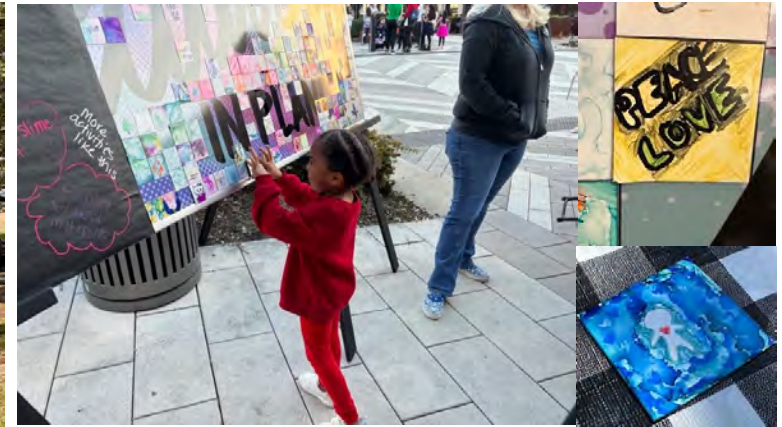
The project demonstrated strong community interest in participatory arts experiences, with attendees expressing enthusiasm for both the creative process and the opportunity to contribute to Plano's cultural future. The resulting mosaic installation serves as both a collective artwork and a visual representation of community engagement, with plans to display it publicly so participants can view their contributions within the larger collaborative piece.



20th Annual Plano International Festival Pop-Up



North Texas Pride "Come As You Are" Festival Pop-Up



Legacy West Pop-Up



Shops at Willow Bend Pop-Up

Public Comments from Padlet

Gathering diverse community perspectives was essential for developing Plano's Cultural Arts Plan. To make sharing feedback easy and engaging, the planning team used Padlet, an interactive digital bulletin board where community members could post their ideas and aspirations. Community members were asked three key questions: "Any new, cool things you want to see here?", "What inspires you about Plano?", and "Share with us ONE outcome you want to see?" This open-ended format allowed participants to share their vision for Plano's cultural future in their own words, helping ensure the plan would reflect genuine community desires and priorities. A few of responses collected from the community are shown on this page.

Plano Cultural Arts Plan Together, let's create a vibrant tapestry of cultural arts in Plano

Any new, cool things you want to see here?

"Bring grant writing classes to our non profit Board members. Enable them to find funds to make a great city with public art. Possibly one of our many colleges would open their classes to teach this at a smaller expense."

"Junior League of Collin County offers a variety of classes for nonprofits each year at low to no cost."

"I'd love to see more performances, and opportunities to perform. Honestly, role playing games (DnD, for example) are seeing a big resurgence both as games and improv opportunities. Productions such as Dimension 20 and Critical Role are greatly bringing people into the scene. Might be an interesting performance format to test out?"

"Muslim art representations."

What inspires you about Plano?

"I've always enjoyed the fact that Plano engages its citizens in so many events. Whether it be festivities in the park or at legacy west we can always find a city hosted activity each month."

"I love the Symphony Orchestra; it brings a variety of music and educational programs to all ages in our community. We don't have to drive to the big city to enjoy it."

"Our city has many talented people but not enough space to exhibit their talents. The Courtyard Theater and Cox Theatre are too small and need to a facelift. We need to add Gallery and Studio Space. We are fortunate our schools still teach art and theater. With that our talent will continue to expand. The ArtCentre of Plano has functions throughout the year but limited to the number of people they can host. Consider adding a side building to allow for more exhibits, sculptures and functions."

Share with us ONE outcome you want to see?

"Let's add outdoor performances such as "Shakespeare in the park" and more music with family picnics. The Arboretum does it. We don't need to drive to Dallas all the time."

"More events or art displays that represent the diverse and growing Muslim community in Plano."

"Diversity in the type of art displayed and diversity in the type of artists highlighted!"

"We do need more performance and event space. Look at any regulations that may be blocking artists to expand into the Industrial district of the city. That's a perfect area to let artists set up work studios and to present their work. This could include larger performance space. Look to see if there are restrictions for people to teach in their homes. (Plano teachers are allowed to teach in their homes) but are other types of art teaching restricted?"

"Our focus on youth is awesome!! Although we want more events and performances for adults!!"



