

# EUGENE CITY COUNCIL

## AGENDA ITEM SUMMARY



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### Work Session: Economic Prosperity and Creative Industries Update

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Meeting Date: December 16, 2015  
Department: Library, Recreation & Cultural Services  
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Agenda Item Number: A  
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#### ISSUE STATEMENT

To support council goals, the Executive Team has been developing a comprehensive economic prosperity strategy that includes a series of potential focus areas, including “Investment in Creative Industries.” The goal of this update is to brief the council on progress in accomplishing the goals of the 2007 Cultural Policy Review (CPR), an overview of current creative industry economic prosperity activity and tools, and an outline of potential creative industry support activities that could enhance economic prosperity and community livability.

#### BACKGROUND

The City Council authorized and funded a “Cultural Policy Review” in the spring of 2005, to review current conditions, services and gaps in the cultural sector, identify goals and strategies to strengthen that sector, and provide options to assist the City in defining its role in supporting arts and culture in Eugene. This process and subsequent plan was adopted by the council in July of 2007.

In spring of 2015, the Cultural Services Division, in partnership with the University of Oregon’s Arts Administration program, completed a final inventory of success and ongoing needs of the CPR which is attached. While the City and its partners have been very successful implementing the recommendations of the CPR, there are still many opportunities for enhancing cultural vitality and economic prosperity using cultural assets and resources. Many of the recommendations dovetail with the council’s interest in *Investing in Creative Industries*, one of the 13 areas of focus (i.e. “the Baker’s Dozen”) the council favorably reviewed as means to encouraging economic prosperity.

This discussion is about possible areas of focus and will highlight potential program or policy strategies that could enhance arts and culture in Eugene and also significantly impact economic prosperity. Some of these areas include efforts to:

- Attract, grow, and retain creative businesses/artisans.
- Establish Eugene as an “Event Friendly City” with coordinated services, permitting, and support.
- Continue to grow cultural tourism—including local events and festivals that attract visitors.
- Develop a comprehensive Placemaking program.
- Support creative industry/artist “business parks”/incubators/maker spaces.

- Develop local film/television industry programs and support.

### **RELATED CITY POLICIES**

This item relates to the following Council Goals:

*Accessible and Thriving Culture and Recreation*

*Sustainable Development*

*Effective, Accountable Municipal Government*

Supports the implementation of priority strategies identified in the Cultural Policy Review. Supports the “Energize a Creative Economy” strategy in the Regional Prosperity Economic Development Plan.

This item is supported by the following policies from the Eugene Downtown Plan:

- Build upon downtown’s role as the center for government, commerce, education and culture in the city and the region.
- Downtown development shall support the urban qualities of density, vitality, livability and diversity to create a downtown, urban environment.
- Enhance public places throughout downtown through the careful design of civic buildings, streetscapes, parks and plazas. Include public art and other elements to create special places for all ages.
- Connect special places downtown with enhanced street designs, public art, directional signs, transit routes and historic markers to create an inviting and memorable route through downtown.
- Provide and promote development and community events that reinforce downtown’s role as the cultural center for the city and region.
- Reinforce the creative, distinctive culture of downtown as the arts and entertainment center of the city.

### **COUNCIL OPTIONS**

No options are provided; this item is informational only.

### **CITY MANAGER’S RECOMMENDATION AND SUGGESTED MOTION**

No recommendation is suggested; this item is informational only.

### **ATTACHMENTS**

- A. Cultural Policy Review Executive Summary, June 2007
- B. Cultural Policy Review Report Card, November 2015

### **FOR MORE INFORMATION**

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