



# Cultural Commission Report

# Cultural Commission-Purpose and Duties

-as defined by Ordinance 11-2993

## \*Purpose

The purpose of the Cultural Commission is to focus on supporting a Bedford Cultural District by creating community awareness, oversee planning and development, and assist in identification of likely candidates of businesses that would be attracted to the district.

## \*The Commission's duties include:

- Develop a strategic plan for the Bedford Cultural District.
- Create an identity and awareness for the Cultural District.
- Identify various type artists and their associations and encourage the use of the Bedford Cultural District for their diverse artistic activities to continue and strengthen the relationship already established within the art community.
- Coordinate with ARTSNET, OnStage, the local/regional Art Community, and the School District.
- Work with staff and outside groups to develop a plan and flow chart of activities that will take place during the year.
- Continuously communicate Cultural District activities to the general public and Council, Mayor and staff, and provide periodic reports to the Council.
- Explore and seek out federal, state and local grant opportunities.
- Provide input on the types of business ideally suited for the Cultural District.
- Assist Economic Development, as directed, in researching to identify target businesses likely to locate in a cultural district.
- Other duties as directed by the City Council from time to time.

# Discover the Center

Bedford Road

Harwood Road

Forest Ridge Road

SENIOR CITIZENS CENTER TRINITY ARTS BUILDING

BEDFORD BOY'S RANCH

ACTIVITY CENTER

BEDFORD SPLASH

ONSTAGE

LIBRARY

OLD BEDFORD SCHOOL

# Cultural Commission Members

Alicia McGlinchey-Chairperson

Thomas Jacobsen-Vice Chairperson

Barbara Speares

Janice Vickery

Dr. Paul Davis

Lee Koch

David Medina

Ray Champney-Alternate

Patricia Nolan-City Council Liaison

Beverly Griffith-Staff Liaison/Ex-Officio Member

Mirenda McQuagge-Walden-Staff Liaison

# Mission Statement

The mission of the Bedford Cultural Commission is to support the development of the Bedford Cultural District. The Commission will develop a cultural strategic plan, strengthen awareness of cultural offerings and support the City's efforts to brand Bedford as a unique destination for arts and culture within the Metroplex.

# Vision Statement

The Bedford Cultural Commission will support the development of a Cultural District by:

- Conducting a community-wide cultural needs assessment.
- Developing a cultural strategic plan.
- Encouraging community awareness of cultural offerings.
- Facilitating communication, collaboration, and coordination among arts & cultural groups, business, local government and education sectors.

# Catalyst for Action

## \*Why Now, Why Here?

- HWY 183/121 reconstruction & Central Bedford Redevelopment create a unique window of opportunity to "re-invent" city.
- Citizens desire sense of identity and community for Bedford.
- Council has chance to define and sell new vision for future.

**DEFINING OURSELVES CAN BE SELF-FULFILLING.**

---

# Art Brings Transformation and Builds Community

-Creative Arts Center of Dallas

According to the Texas Commission on the Arts, a Cultural District is a well-recognized, labeled, mixed-use area of a community in which a high concentration of cultural facilities serve as the anchor of attraction and boost urban revitalization in many ways:

- Beautify and animate cities.
- Provide employment.
- Attract residents and tourists.
- Complement adjacent businesses.
- Enhance property values.
- Expand the tax base.
- Attract well-educated employees.
- Contribute to a creative, innovative environment.

# Bedford Library

- Visionary.
- Serves as hub, place is "humming" with activity.
- Feels inclusive: children, teens, adults, seniors.
- Council did it "right".
  - community engagement in design phase
  - has "curb appeal"
- Citizens feel pride in this facility and feel good about it.
- Attracts visitors from neighboring communities.



# Methodology

## \*Cultural Assessment

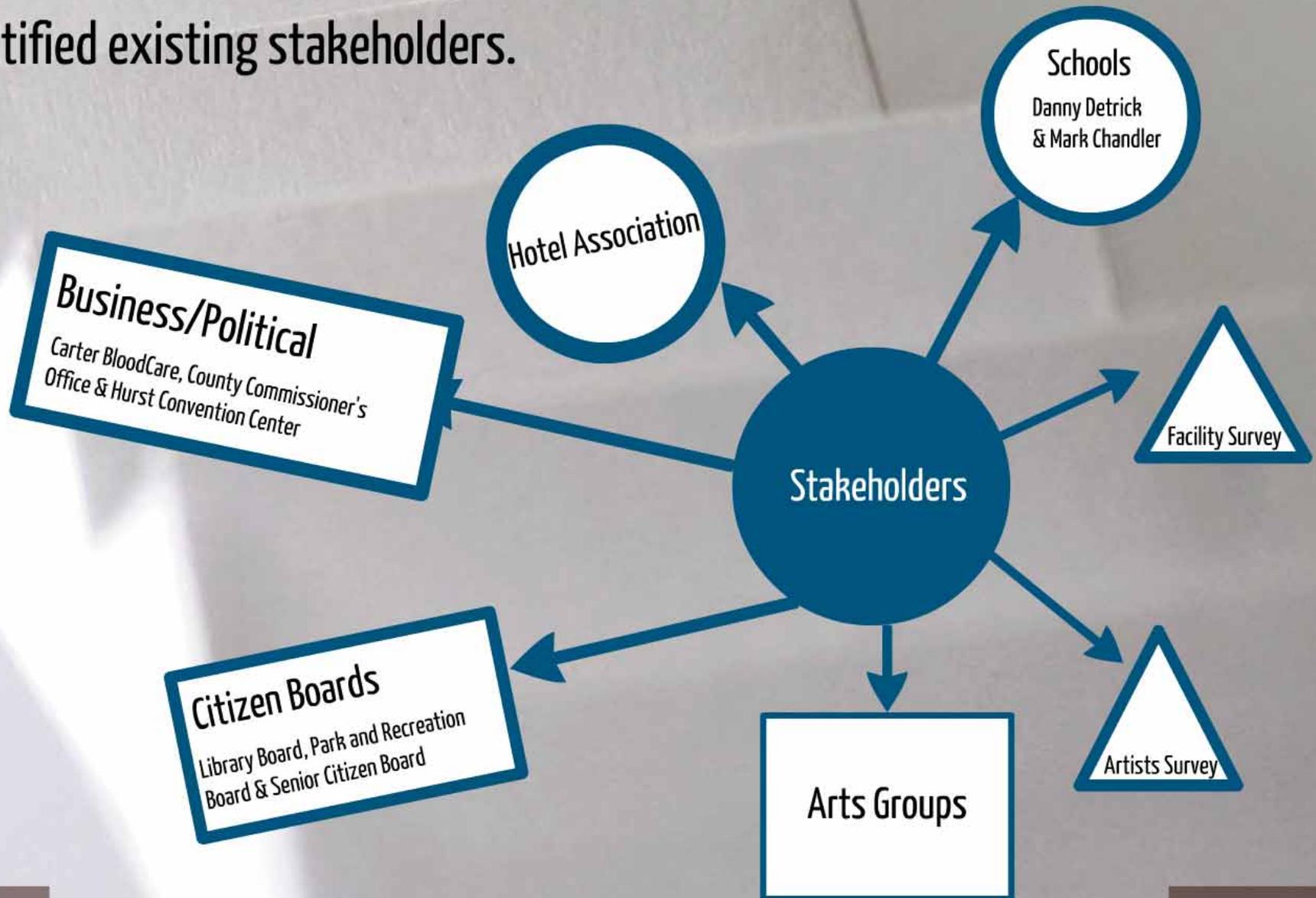
- Snapshot of current state of art, music and culture.
- Interviews and outreach, surveys, field trips.

## \* Questions asked:

- What are strengths?
- What are challenges?
- Where might there be gaps or opportunities?

# Cultural Profile

- Focused on HEB and Mid-Cities.
- Identified existing stakeholders.



# Key Finding

\* We have significant cultural assets already in place-

-Strong foundation exists in music, arts and heritage.

-Can be promoted and leveraged.

-People

-Buildings/Facilities

-Organizations

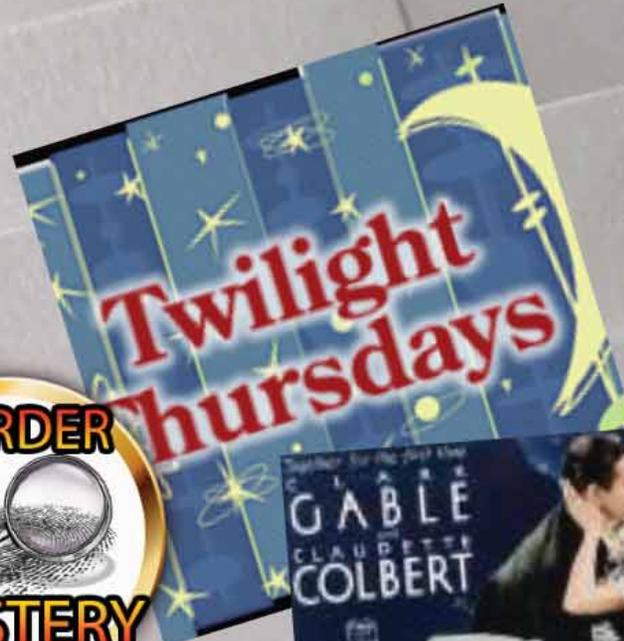
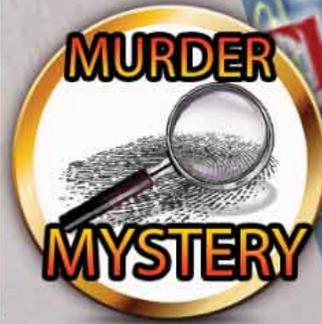
-Community Events

-Values/Traditions

# Our Cultural Community

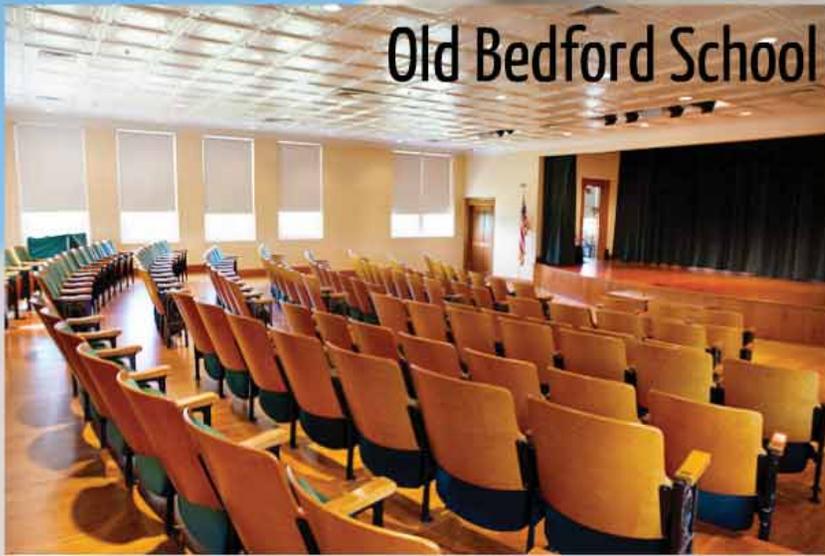


Old Bedford School



4th Fest





Old Bedford School



Splash



Boys Ranch Park



Blues Fest

# Opportunities

## \* Communication

- Existing groups, activities are independent and disconnected.
- Beneficial synergy created by collaboration, connection:  
e.g. Cultural Crawl

## \* Marketing

- Elements already exist to brand Bedford as destination for culture and arts, but needs to be defined.
- Need overarching marketing strategy to package disparate activities and groups.
- Get the word out to prospective patrons, developers, artists and performers.
- Improved signage, curb appeal.



# Opportunities (cont.)

## \* Evaluate existing venues

- Some venues are over capacity and some are underutilized.

## \* Help build a sense of community

- Bedford lacks a unique identity.

- Citizens and Council expressed desire for greater sense of community.

- Citizens want to feel pride in city, as they feel about new library.

- Cultural District has potential to serve this need, not as just a physical location but a "vision" or identity that defines us.

# Art Brings Transformation and Builds Community

-Creative Arts Center of Dallas

# Next Steps

- \* City Council Leadership

- \* Community buy-in

  - Town Hall meeting?

- \* Develop a strategic plan

  - Achieve consensus on desired outcomes.
  - Cultural Commission works with staff to create action items needed to achieve outcomes.

# Questions/Discussion