

Culture – Arts & Culture

Introduction

During the recent Reality Check Workshops, topical experts and members of the public worked together in small groups to examine a particular topic in-depth. During the two-hour workshops they worked with a trained facilitator to complete the following exercises:

- 1) Review of Ideas. Participants reviewed all of the ideas related to their topic that were collected during the community Idea Gathering Sessions.
- 2) Critical Questions. Participants engaged in a discussion of two Critical Questions, which had been identified by the *Vision for Staten Island* Steering Committee. The facilitator recorded the results of the discussion on flipchart paper, and then helped the group summarize major areas of agreement and disagreement.
- 3) Implementation Recommendations. At the end of the discussion period, each participant wrote down two practical, specific strategies or implementation steps to help Staten Island achieve its vision for their topic.

The results from the Arts & Culture group are provided below. Note that responses have been recorded verbatim, and some errors may remain due to handwriting legibility. Responses are numbered for reference purposes only; this does not indicate any sense of priority.

Quick Brainstorm: What are Staten Island's most unique existing cultural resources?

1. Richmond Town Restoration
2. Sailors Snug Harbor
3. Alice Austen House
4. Creative Community well integrated
5. Museums and colleges
6. Tibetan Museum
7. Meucci Museum
8. Seaview property
9. St. George Theater
10. Parks
11. Mix of bucolic and urban landscape
12. Audience interested in art
13. Proximity to Manhattan
14. SI Museum
15. Chinese Scholars Garden

Critical Question 1: Is there any aspect of arts and culture that could play a transformative role and put Staten Island on the map as a cultural destination?

1. Partnering with Italian government to create satellite museum on Staten Island at SHCC
2. Using audience's knowledge as resources - bottom up approach to arts instead of top down
3. The uniqueness of SI's cultural assets
4. Make St. George a vibrant cultural gateway to SI with good transportation and PR
5. Cultural district on North Shore to attract artists and enhance economic development
6. Breakdown of North/South divide on SI
7. Growth of music and countercultural arts in Stapleton
8. Get developer to buy the bankrupt property Bay St. Landing building for long term artist live/work studios and short term residencies
9. Have cultural loop buses
10. Consolidated cultural center in mid-Island with international residencies
11. Home for SI philharmonic, theater groups, dance
12. An art school with dormitories and individual work spaces like Chautauqua
13. Partner with cultural organizations off SI to do projects on SI
14. Island wide summer arts festival that links up all the culturals and parks with big name artist (i.e. Christo) or big name chefs

Critical Question 1 SUMMARY

1. Need for space for the arts: Residence, performance, studio
2. Creating effective center for the arts
3. Creating effective entry points and links to cultural resources on SI
4. Good PR to educate the public about our cultural resources
5. Partnerships with regional, national and international arts entities
6. Raise our visibility through numbers 1-5

Critical Question 2: What are the best ways to promote existing and future arts and culture offerings on Staten Island, for both residents and non-residents?

1. Better PR
2. High profile spokesperson for the arts
3. Using teachers as network for promoting the arts and culture
4. Form long-term partnership of SI culturals for marketing and branding
5. The Island's arts and cultural offerings must exhibit and maintain excellence and relevancy
6. Make a place at the table for the arts with already existing marketing efforts
7. Make COAHSI's marketing efforts more visible
8. Market SI cultural events in small newspapers off-Island
9. Technical assistance for marketing for SI culturals
10. Integrated SI Website that points to all the culturals
11. Interactive electronic kiosks at South Ferry, SI Ferry Terminal and NYC Inc., SI Hotels
12. Excursion packages to culturals on SI
13. Get SIEDC and SI Chamber of Commerce to market the arts like they market other businesses
14. Find a way to harness word of mouth using new technologies: iPhone, Twitter, Yelp
15. Smooth the way to a pleasant visiting experience, i.e. information, transportation, parking

Critical Question 2 SUMMARY

1. Unified voice for culturals on SI
2. Collective marketing approach that includes new media and support of the business community

Implementation Recommendations

1. Work towards enlarging the perceptions of SI leaders to understand that cultural activities have a positive economic impact on SI.
2. Island-wide website like other geographic locations that do cultural/geographic sites – e.g. Long Island, Massachusetts.
3. Marketing and PR, PR, PR.
4. Need seat at table and money to provide above!
5. Focus on better marketing strategies to get the word out to the NYC community of what SI art and cultural organizations are about.
6. Utilize new technologies via web for easy access to information about the art and cultural happenings on SI.
7. Create a unified voice to promote the offerings of SI's arts and cultural organizations.
8. Integrate the arts and cultural tourism industry with the work of the Chamber and SIEDC and promote arts tourism in a way similar to "restaurant week."
9. Centrally located cultural center incorporating theatre/visual arts/music/media (film and video) with some kind of artist housing adjacent to it.
10. Focused marketing implementation to get out the word about arts events to all Staten Islanders (and beyond – other boroughs) that has the support of SI's business community.
11. Collaborate with regional, national, and international arts and cultural organizations to bring new visibility with those they collaborate with as well.
12. Culturals come together to form a united marketing group to promote SI culturals in a sustainable way.
13. Interest politicians in cultural and entry district.
14. Promote the existing organizations and events better through new technologies.
15. That the young and growing artist community take on creative guerilla-type activities that are not necessarily safe that will draw attention from community leaders who give lip service but not real respect to the potential of the arts to impact the future of Staten Island.
16. Growth of music and counter-cultural arts scene, based in Stapleton.
17. Arts and culture offerings exhibit excellence and develop identity.

This document was created with Win2PDF available at <http://www.win2pdf.com>.
The unregistered version of Win2PDF is for evaluation or non-commercial use only.
This page will not be added after purchasing Win2PDF.