

EVSP Focus Area – Arts, Culture & Recreation

Focus Area Formation Guidelines:

1. Reach out to partners for participation in the sub-committee. Consider diversity and inclusion as you assemble the team.
2. Think meaningful and manageable as you contemplate the scope of work/goals to aim for in the next 12 months. Part of your role is to prioritize. Consider aspects such as timing, opportunity, and urgency. We do not have to identify a near term activity for every action item.
3. Avoid duplication. Part of each sub-committee's initial job will be an assessment or inventory of the current state resources and initiatives already in place. Consider what is already in place with our economic vitality partners and how we can support, expand or better coordinate those efforts, before looking to add or create new initiatives to support the Action Items in your Focus Area.
4. The EVSP was completed before the Thomas Fire. We encourage each sub-committee to call out activities taking place within their Focus Area that relate to Thomas Fire Recovery and have an Economic Vitality element to them. Opportunities to support/expand these efforts or fill an identified need are encouraged.
5. Consider the "Suggested Initial Objectives" for your Focus Area (Listed Below, if identified in the EVSP) as just that, a suggestion. Your sub-committee is empowered to choose the initial objectives and report those back to the Steering Committee.
6. Paul Stamper and Rachel Linares will be your primary contacts at the County if you have questions. We can also help to coordinate participation from the various County agencies on each of your sub-committees, where appropriate.
7. All EVSP reports and resources can be found at our website:
<http://vcevsp.org/>

Focus Area Action Item	Recommended Priority Level (Scale 1-3: 1- Highest, 3- Lowest)	Proposed Lead
A.6 Establish countywide Arts and Culture Collaborative to define and coordinate economic vitality strategies focused on the local creative economy	2	CEO

A.6 *Establish countywide Arts and Culture Collaborative to define and coordinate economic vitality strategies focused on the local creative economy*

This action item anticipates an organization having the specific purpose of increasing the effectiveness of the many activities, venues, other commercial and public establishments, installations, etc. related to the arts in Ventura County. The working assumption behind the action item is that some sort of coordinating function could help maximize effectiveness of the arts as an integral part of economic vitality strategies. From an economic vitality point of view, the arts are a meaningful asset, and in some cases are unique assets, for the County.

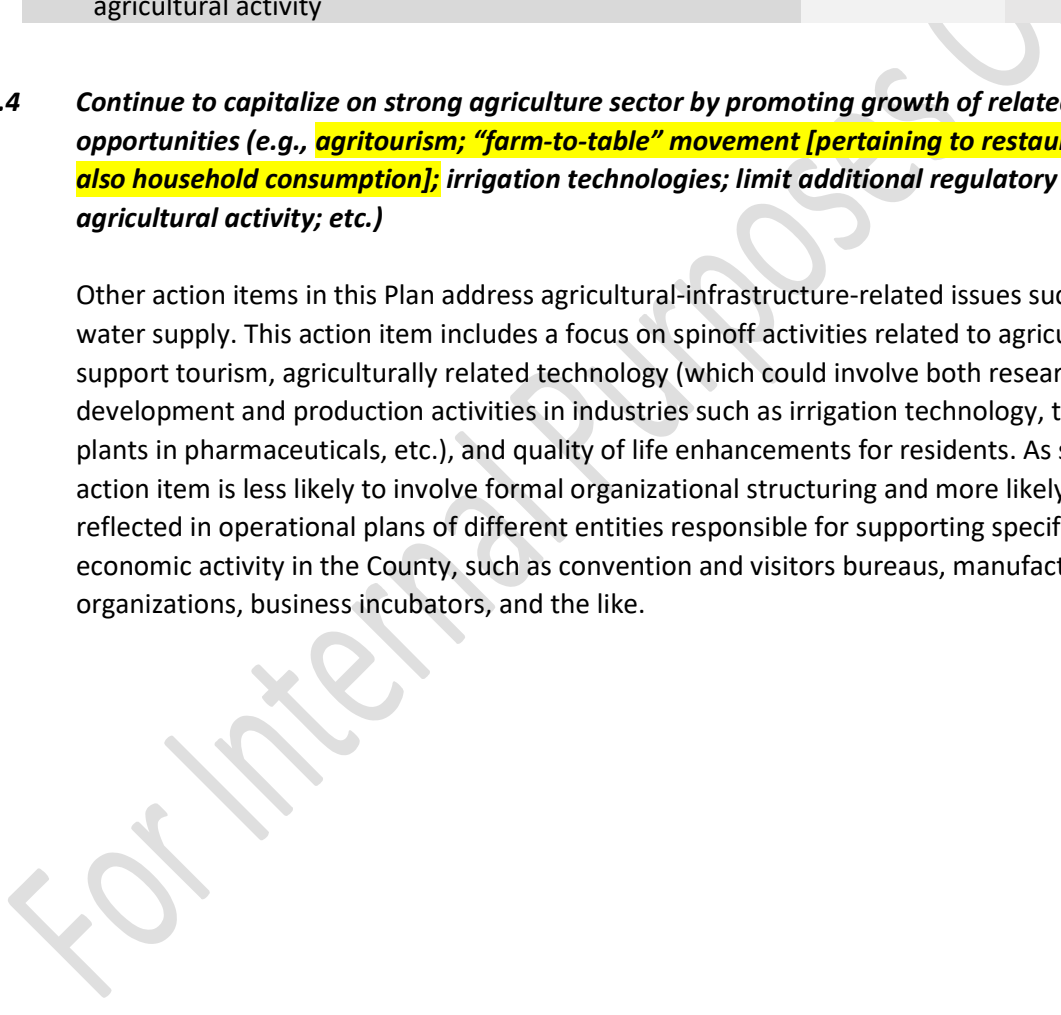
A.6 Establish countywide Arts and Culture Collaborative to define and coordinate economic vitality strategies focused on the local creative economy		
KEY PARTNERS	<ul style="list-style-type: none"> • Convention & Visitors Bureaus (all) • Museums • VC Lodging Association • Bird Museum 	<ul style="list-style-type: none"> • Cities' ED function • County Library • Ventura County Arts Council • Arts Guilds
APPLICABLE RESOURCES	<ul style="list-style-type: none"> • Ventura County Arts Council 	

Action Items with Potential Crossover:

Focus Area Action Item	Recommended Priority Level (Scale 1-3: 1- Highest, 3- Lowest)	Proposed Lead
A.4 Continue to capitalize on strong agriculture sector by promoting growth of related business opportunities (e.g., agritourism; “farm-to-table” movement [pertaining to restaurants and also household consumption]; irrigation technologies; etc.). Limit additional regulatory burdens on agricultural activity	1	EDC-VC

A.4 *Continue to capitalize on strong agriculture sector by promoting growth of related business opportunities (e.g., agritourism; “farm-to-table” movement [pertaining to restaurants and also household consumption]; irrigation technologies; limit additional regulatory burdens on agricultural activity; etc.)*

Other action items in this Plan address agricultural-infrastructure-related issues such as land and water supply. This action item includes a focus on spinoff activities related to agriculture, which support tourism, agriculturally related technology (which could involve both research and development and production activities in industries such as irrigation technology, the use of plants in pharmaceuticals, etc.), and quality of life enhancements for residents. As such, this action item is less likely to involve formal organizational structuring and more likely to be reflected in operational plans of different entities responsible for supporting specific types of economic activity in the County, such as convention and visitors bureaus, manufacturers’ organizations, business incubators, and the like.



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Continue to capitalize on strong agriculture sector by promoting growth of related business opportunities (e.g., agritourism; “farm-to-table” movement [pertaining to restaurants and also household consumption]; irrigation technologies; etc.); limit additional regulatory burdens on agricultural activity

KEY PARTNERS

- Ventura County
- Workforce Development Board of Ventura County
- Oxnard Center for International Trade Development (CITD)
- VCAA
- Port of Hueneme/Oxnard Harbor District (OHD)
- CAUSE
- SOAR

- Oxnard Chamber of Commerce
- S.C.O.R.E. Ventura County
- Ventura County Community College District
- VACE
- Universities: Cal Lutheran and CSUCI
- VC Lodging Association/Visitors’ Bureaus
- Cattlemen’s Association
- CoLAB
- Ventura County Coast

- CalGold & GO-Biz (CA Governor’s Office of Business & ED)
- Women’s Economic Ventures
- Southern CA Edison
- EDC-VC
- Farm Bureau
- So Cal Gas
- Water Districts/Agencies
- Total Local VC
- SEEAG

APPLICABLE RESOURCES

- Farm Bureau of Ventura County
- Ventura County Farm Day (SEEag.org)

- Partnership for a Healthy Ventura County
- Treasure Our Farms

- UC Cooperative Extension, Ventura County
- Watersheds Coalition of Ventura County

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Focus Area Action Item	Recommended Priority Level (Scale 1-3: 1- Highest, 3- Lowest)	Proposed Lead
D.2 In conjunction with Marketing Collaborative partners, identify opportunities for implementing specialized marketing campaigns (i.e., marketing initiatives focused on special topics such as the arts, recreation, quality of life, etc.)	1	CEO EDC-VC WDB TBID's

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This action item would also be closely coordinated with A.5, which calls for establishing the arts/culture collaborative, given that arts and culture may be one of the specialized marketing campaign themes. Visitors will be a prime target for many of these campaigns. However, a primary function of this action item is to acknowledge, programmatically where possible, that the assets of Ventura County that are likely to be marketed to specific audiences, in support of specific industries, are also inherently related to messages pertaining to general economic vitality. That is, these assets are not only meaningful to residents and visitors but also part of the “checklist” for employers evaluating whether to invest (or remain) in Ventura County. Even marketing campaigns directed to very specific audiences, such as bicycling tourists for example, will make use of typical messages. To the extent specialized marketing messages convey a *unified vision* of the County, the benefit to both the specific economic activities being marketed and the overall economy should be magnified.

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KEY PARTNERS	<ul style="list-style-type: none"> • Convention & Visitors Bureaus (all) • Chambers of Commerce (all) 	<ul style="list-style-type: none"> • CreativityWorks • EDC-VC • WDB
APPLICABLE RESOURCES	<ul style="list-style-type: none"> • http://www.heraldargus.com/news/mc-eyes-new-city-website/article_383c3bc8-de5f-5e2f-bb10-39dc684a751f.html (news article on similar effort) 	<ul style="list-style-type: none"> • (see D.1) • Cycle Cal Coast • Santa Monica Mountains Bicycle Tourism Roundtable

Focus Area Action Item	Recommended Priority Level (Scale 1-3: 1- Highest, 3- Lowest)	Proposed Lead
E.2 Continue to monitor and seek improvements to transportation infrastructure involving road/transit/ bicycle / pedestrian systems within city and county jurisdiction, in order to minimize the cost and inconvenience of traffic congestion, while continuing to seek funding through lobbying, grant writing, and similar means, for transportation infrastructure under federal and state jurisdiction	2	Public Works Agency Cities Caltrans GCTD

E.2 *Continue to monitor and seek improvements to transportation infrastructure involving road/transit/bicycle**/pedestrian systems within city and County jurisdiction, in order to minimize the cost and inconvenience of traffic congestion, while continuing to seek funding through lobbying, grant writing, and similar means, for transportation infrastructure under federal and state jurisdiction***

The intent of this action item is to emphasize that cities and the County can maximize the management of the overall transportation system while continuing to seek additional federal and state revenues to fund new facilities and services. Management and operational resources that will play a role in this action item could include jurisdictions' capital improvement plans, transit plans and operations, and resources such as the County Roads Fund and the Pavement Condition Index. Ongoing investments in roads and streets, along with other transportation elements, will be needed in order to maintain the road conditions and connections between cities in the County, for all users including **tourists and the special case of bicycle tourism.**

Efforts within this action item will recognize that transportation planning has grown more complex in recent years for a variety of reasons. Plans and policies that encourage alternative modes of travel can potentially provide a wide range of benefits, both directly and indirectly related to the movement of goods and people. For example, **bicycle tourism is now a relevant consideration in local transportation planning in Ventura County. Continued investments in bicycle resources and developing "bicycle friendly" designations can further economic benefit from transportation infrastructure.** Other "global" conditions emerging could also have major, and relatively immediate, effects on transportation planning and programming, including autonomous vehicle technology, increased emphasis on multi-modal transportation facilities, and increasing numbers of electric and hybrid vehicles entering the market.

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KEY PARTNERS

- Ventura County CEO
- PWA

- Ventura COG
- Caltrans

- Convention & Visitors Bureaus (all)
- Cities' ED function
- GCTD

APPLICABLE RESOURCES

- Ventura County Transportation Commission (VCTC), various resources mainly related to transit and other alternative modes
- Ventura County CEO
- Ventura COG
- VC County Roads Fund

- The 2016-2040 Regional Transportation Plan/Sustainable Communities Strategy (RTPSCS), SCAG, Adopted April, 2016.
- Federal Transportation Improvement Program (FTIP) projects (most current project list), on SCAG's FTIP website.

- VC Pavement Condition Index
- RTPSCS Selected Appendices – Transportation System: Passenger Rail; Highways & Arterials; Project List
- Website with link to federal automated vehicles policy: <https://www.transportation.gov/AV>

For Internal Purposes Only