



FOR IMMEDIATE RELEASE
 Tuesday, May 30, 2023

City of San Diego to Launch Engagement Efforts for Citywide Cultural Plan

SAN DIEGANS INVITED TO FAMILY-FRIENDLY FORUM AND POP-UP EVENTS

SAN DIEGO – The City of San Diego will kick off June by hosting its first public events that will help shape the development of Creative City, the City's [cultural plan](#), which aims to align arts and culture with [key priority areas](#) including housing, mobility and infrastructure, sustainability and regional prosperity.

Development of the cultural plan kicks off with a robust community engagement process to hear what San Diegans envision for their creative lives and to set a strategic framework for guiding the arts and cultural sectors.

All San Diegans are invited to attend the first family-friendly Creative City forum at the Soap Factory, located at 2995 Commercial St., on Tuesday, June 20, from 5:30-7:30 p.m. Attendees can expect the following:

- Opening remarks, a welcome from San Diego Mayor Todd Gloria and an overview of the cultural planning process.
- Interactive activities where attendees can weigh in on the creative future of our City.
- Music, refreshments and hands-on art-making experience.
- Information to take home and share.

San Diegans can stop by pop-up events to learn more about the Creative City cultural planning process, share insights on what they want for the future of arts and culture in their neighborhood and surrounding communities, enjoy refreshments and participate in a unique hands-on art-making experience. Pop-up events will be held at four locations on two dates in June:

- Wednesday, June 21, from 5:30 to 7 p.m.
 - Light Box Theater, 2590 Truxton Road, #205
 - Ocean Air Recreation Center, 4770 Fairport Way

- Thursday, June 22, from 5:30 to 7 p.m.
 - City Heights Performance Annex, 3795 Fairmount Ave.
 - Mission Trails Visitor Center, 1 Father Junipero Serra Trail

The cultural planning [project team](#) will also facilitate discussions with industry and sector-specific groups on topics ranging from the creative economy to music and film industries to tourism and cultural districts.

Additional cultural planning events will take place in July, along with a public survey. A [calendar of upcoming events](#) is available on the City's website. San Diegans are also encouraged to host community conversations with toolkits available to guide them.

Input gathered at these events will allow the City, Cultural Planning Group, LLC, and other team partners to comprehensively assess the state of San Diego's arts and culture and strategically position the City and transborder region as an equitable place of inspiration and prosperity. The resulting seven to 10-year plan will align art and culture with the priorities of the City with a focus on goals outlined in the [framework](#). The final Creative City cultural plan will be completed by March 2025.

The City is committed to ensuring all San Diegans can participate in the cultural planning process. Residents are encouraged to get involved and share insights to capture San Diego's cultural traditions and creative assets. To learn more and to register to attend an event, visit sdcreativecity.com.

The City of San Diego advances and drives an equitable and inclusive creative economy and cultural ecosystem by investing in the work of artists and creatives and the institutions and systems that amplify creative work and experiences. To [sign up for updates](#) and learn more, visit sandiego.gov/arts-culture.

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