

# City of Rialto Creative Connection Arts Policy

## PURPOSE

The **City of Rialto's Creative Connection Arts Policy** establishes a comprehensive framework to ensure equitable access to diverse arts and cultural experiences for all residents. The Policy underscores the role of arts and culture as fundamental pillars of civic engagement, social cohesion, and economic vitality.

Through this Policy, Rialto aims to cultivate a thriving cultural landscape that:

- Promotes creativity and innovation.
- Celebrates the city's rich heritage and diversity.
- Enhances community well-being and resilience.
- Stimulates economic growth and tourism.

## DEFINITION OF CULTURAL EQUITY

Cultural equity ensures that every individual, regardless of background, has access to opportunities for cultural expression and participation. It is defined by the following principles:

1. **Representation:** Empowering diverse voices in policymaking, programming, and leadership roles.
2. **Access:** Addressing and removing barriers—physical, economic, and social—to arts participation.
3. **Support:** Prioritizing equitable funding, resources, and platforms for historically underrepresented groups.

This commitment involves active strategies to dismantle systemic inequities and foster a community enriched by its diverse cultural tapestry.

## POLICY FRAMEWORK

### 1. Cultural Access and Infrastructure

#### 1.1 Invest in Cultural Venues:

- Develop and maintain inclusive, accessible spaces, such as public right of ways, theaters, community centers, and park spaces to foster creative expression.
- Support the development of live/workspaces for local artists and cultural entrepreneurs.

#### 1.2 Integrate Arts into Public Spaces:

- Establish a public art program to incorporate visual and performing arts into parks, transportation hubs, and urban development projects.
- Partner with private developers to include art installations and cultural amenities in new projects.

### **1.3 Support Local Artists and Organizations:**

- Create a city-sponsored artist-in-residence program to support and highlight local talent.
- Provide grants, sponsorships, and technical assistance to local artists and cultural organizations.

## **2. Equity and Inclusion in Arts**

### **2.1 Celebrate Community Heritage:**

- Add scope of duties to the Parks and Recreation Commission to document and showcase the city's history and traditions via art.
- Develop an annual calendar of cultural displays reflecting Rialto's diverse traditions, such as Hispanic Heritage, Black History, Asian Pacific Islander Month, and others, so that the community knows when those displays will be up for viewing by the community.

### **2.2 Engage Underserved Communities:**

- Partner with schools, nonprofits, and community organizations to provide free or low-cost arts programs in underserved neighborhoods.
- Develop mobile arts initiatives, such as traveling exhibits and performances, to reach marginalized communities.

### **2.3 Culturally Relevant Programming:**

- Offer art therapy programs to address mental health, trauma, and community healing.
- Create a youth arts mentorship program connecting aspiring young artists with professional mentors.

## **3. Community Partnerships and Economic Growth**

### **3.1 Foster Strategic Alliances:**

- Collaborate with local businesses, educational institutions, and civic organizations to develop and promote arts programming.
- Establish formal partnerships with regional arts councils and cultural organizations.

### **3.2 Market Rialto as a Cultural Destination:**

- Launch a citywide branding campaign positioning Rialto as a hub for arts and culture within the Inland Empire.
- Create a digital cultural map highlighting public art, galleries, and performance spaces.

### **3.3 Stimulate Economic Impact:**

- Track and report the economic benefits of cultural investments, such as increased property values and tourism.
- Incentivize businesses to sponsor public art projects and cultural events.

## **IMPLEMENTATION AND ACCOUNTABILITY**

### **4. Implementation Strategies**

#### **4.1 Role of the PRCS:**

- Serve as the lead agency responsible for executing the Policy and liaising with community stakeholders.
- Regularly assess community needs and adjust programming accordingly.

#### **4.2 Community Engagement:**

- Host quarterly public forums to gather input on cultural initiatives and provide updates on progress.
- Establish an Arts Advisory Committee composed of residents, artists, and civic leaders to guide Policy implementation.

### **5. Evaluation and Growth**

#### **5.1 Measuring Success:**

- Use metrics such as program participation, audience demographics, and economic impact to evaluate the Policy's effectiveness.
- Conduct community surveys to gauge satisfaction and identify areas for improvement.

#### **5.2 Continuous Improvement:**

- Review and update the Policy every three years to align with emerging trends and community needs.
- Expand partnerships with private sector and philanthropic organizations to ensure sustainable funding.

#### **5.3 Securing Funding:**

- Establish a dedicated cultural investment fund supported by grants, donations, and developer fees.
- Explore innovative revenue streams, such as art festivals and crowdfunding campaigns.

### **6. Recruitment of Artists**

#### **6.1 Artist Selection Process:**

- Issue open calls for artists to apply for city-sponsored projects, ensuring opportunities are widely advertised.
- Prioritize emerging and local talent while fostering inclusivity and diversity in artistic disciplines.

## 6.2 Selection Committee:

- Establish a selection committee comprising community members, cultural leaders, artists, and city staff to ensure transparency and fairness.
- Evaluate applications based on artistic merit, cultural relevance, feasibility, and alignment with community values.

## 7. Standards of Inclusivity and Prohibited Practices

To uphold the principles of equity, respect, and community cohesion, the **Rialto Cultural Arts and Inclusion Framework** explicitly prohibits the following in its programs, events, and commissioned works:

### 7.1 Prohibited Content and Practices

- **Hate Speech and Discrimination:** Any content, expression, or behavior that promotes hate, prejudice, or discrimination based on race, ethnicity, nationality, religion, gender identity, sexual orientation, disability, age, or socioeconomic status.
- **Culturally Inappropriate Representation:** Misrepresentation, cultural appropriation, or depictions that trivialize or exploit cultural traditions, symbols, or practices.
- **Violence or Harmful Imagery:** Artworks or programs that glorify violence, encourage harm, or contain graphic content inappropriate for a public and family-friendly audience.
- **Political Endorsements:** Use of public spaces, city-sponsored programs, or art projects to promote political campaigns, candidates, or partisan messaging.
- **Exclusionary Practices:** Actions that intentionally or unintentionally exclude participation by individuals or groups, such as inaccessible venues, lack of language accommodations, or other barriers.

### 7.2 Inclusivity Standards

To ensure inclusivity, the City of Rialto requires that all arts programs, events, and commissioned works:

- Respect and celebrate the diversity of the Rialto community.
- Be accessible to individuals of all abilities, including physical and sensory accommodations.
- Incorporate culturally sensitive practices, including consultation with community representatives when presenting works inspired by specific traditions or heritage.
- Ensure content is appropriate for diverse audiences, with clear communication about any age restrictions or sensitive themes.

### 7.3 Enforcement and Accountability

- Any complaints or concerns about noncompliance with these standards will be reviewed by the Parks, Recreation & Community Services Department and the Arts Advisory Committee.
- Violations of this policy may result in removal of works, cancellation of programs, or disqualification from future collaborations.
- Artists, organizations, and participants will be required to sign an agreement acknowledging their understanding of and commitment to these standards before engaging in city-supported projects or events.

## 8. Guidelines for Murals

Murals in the City of Rialto aim to celebrate the community's rich cultural heritage, honor local talent, and inspire pride and connection among residents. To ensure murals align with the City's values and contribute positively to the community, the following guidelines apply:

### 8.1 Artistic Themes and Objectives

- **Celebrate Diversity:** Murals should reflect the cultural, social, and historical diversity of Rialto's community.
- **Inspire Positivity:** Artwork must promote values such as unity, resilience, creativity, and inclusivity.
- **Highlight Local Identity:** Themes should resonate with Rialto's unique character, history, and aspirations.
- **Family-Friendly Content:** All imagery and text must be suitable for audiences of all ages, avoiding controversial or divisive symbols or language.

### 8.2 Design and Approval Process

- **Community Engagement:**
  - Artists will need to collaborate with community members to ensure designs reflect shared values and interests.
  - A minimum of 3 public input sessions are required to be hosted by the artist to gather feedback on proposed designs.
- **Submission and Review:**
  - Designs must be submitted to the following for review:
    - Parks, Recreation & Community Services Department, for review and recommendation to the Arts Advisory Committee.
    - Arts Advisory Committee, for review and recommendation to the Parks and Recreation Commission.
    - Parks and Recreation Commission, for review and recommendation to the City Council.
    - City Council for final approval

- Submissions should include detailed sketches, a written explanation of the concept, and proposed locations.
- **Compliance with Inclusivity Standards:** Designs must align with the City's Cultural Arts and Inclusion Framework policy, avoiding exclusionary or culturally insensitive content.

### 8.3 Location and Technical Specifications

- **Site Selection:**
  - Murals will be located on public buildings, walls, or other designated spaces approved by the City.
  - Priority will be given to high-visibility areas or underserved neighborhoods to maximize community impact.
- **Durability and Maintenance:**
  - Artists must use weather-resistant, non-toxic materials suitable for long-term outdoor display.
  - A maintenance plan, including touch-ups and graffiti protection, must accompany mural proposals.
  - Artist must ensure that all government standards are met (guidance provided via engineering division for certain mural types i.e. basketball court resurfacing as an example).
- **Accessibility:**
  - Ensure murals do not obstruct pathways or violate ADA compliance standards.

### 8.4 Artist Recognition and Promotion

- **Credits and Attribution:** Artists will receive appropriate acknowledgment, with their name, project title, and sponsor information incorporated into a small, designated section of the mural.
- **Community Workshops:** Approved artists may be invited to host workshops or demonstrations to engage the community and inspire future creatives.

### 8.5 Enforcement and Removal

- **Quality Assurance:** The City reserves the right to reject or remove murals that fail to meet approved designs, show significant degradation, or violate City guidelines.
- **Artist Agreement:** Artists must sign an agreement outlining expectations for compliance, quality, and adherence to the City's standards, policies and procedures.

## CONCLUSION

The **Arts and Community Policy** reaffirms Rialto's dedication to fostering a vibrant, inclusive, and sustainable cultural ecosystem. By embracing the transformative power of arts and culture,

the City of Rialto aims to enrich lives, celebrate diversity, and position itself as a beacon of creativity and innovation within the region.