

Vision

The Santa Cruz Arts Commission believes that the arts are vital to our quality of life and understanding of the human condition. We envision Santa Cruz as a vibrant arts destination that inspires visitor delight and enhances community pride. We imagine a Santa Cruz in which all forms of public art are widely accessible and all residents have opportunities to engage through the arts. We advance a culture in which artists are valued for their unique expressions and invited to partner in reimagining our City.

Mission

The Santa Cruz City Arts Commission champions the arts as essential to daily life by supporting a vibrant arts culture, enlivening our public spaces and shaping innovative city policy.

Values

Quality of Life

Public art and policy improve our community's quality of life.

- Contributes to collective and individual well-being.
- Positions the arts as a community resource.
- Instills pride, stewardship of place, cultural identity, interest and investment in the city of Santa Cruz.
- Stimulates and supports economic development.
- Leads to a community understanding of the value of the arts in their everyday lives.

Accessibility

Public art opportunities, processes, and policies are accessible and understandable.

- Welcomes and encourages community participation in the arts.
- Processes, goals and policies are fully transparent and easily accessible.
- Clearly communicates opportunities for participation, which are accessible to all members of our community.

Collaboration

Public art and policy engages diverse members of our community to represent the city's distinctive cultural identity.

- Catalyzes and strengthens collaborations with organizations, community groups, individuals and other departments of the city.
- Bring members of our community together in meaningful ways.
- Expresses and enhances local stories, interests, traditions, places and culture in Santa Cruz to foster a sense of belonging.

Vibrancy

Public art contributes to a vibrant and energized arts community.

- Highly visible, celebrated and experienced throughout the city.
- Energizes the community to participate in the arts and reimagine their city.
- Forms and functions are multisensory, multidisciplinary, permanent or temporary.
- Creates visitor delight and enriches Santa Cruz as an arts destination.