A cultural blueprint for the count

businessmen, patrons of the strengthening the county's arts, educators and others cultural organizations and Thursday night approved providing adequate facilities without dissent a general but for them. A committee of comprehensive plan to some 100 county leaders promote cultural activities drawn from business, the arts, throughout Santa County.

Over 100 county residents meeting last June. had been working on a plan of them showed up at the meeting held in Cabrillo's Porter-Sesnon Mansion to review and ultimately the Cultural Action Plan for

Santa Cruz County.
Ralph Burgard, a past director of the American Council on the Arts, and consultant from the East who has helped organize similar plans in other parts of the country, served as director of the effort. Also instrumental in the planning stage were Beverly Grova, coordinator of cultural programs for the county, and Hal Hyde of fundamental premise that Ford's department store, who served as chairman of the not luxuries, frills, amenities action plan committee.

materialize about a year ago needs. the County Arts Commission and interested notes that attendance at citizens obtained grants from cultural events in the county

A countywide group of consultant for advice on businessmen, patrons of the strengthening the county's Cruz government, education and public service had its first

The committee has been action since June, About 60 of assisted by a "resource group," some 35 professional administrators of local cultural organizations. A subcommittee has been approve the second draft of analyzing present facilities and potential building sites, while Burgard and Ms. Grova have conducted over 200 interviews.

While the 28-page action plan might appear minutely detailed to an outsider, it is, in Burgard's words, painted "in very broad-brush strokes." It was approved "in principle" Thursday night, after minor, non-substantive amendments.

The plan is based on the "creative activities . . . are The undertaking began to allows," but basic to human

The introduction to the plan the National Endowment for last year far exceeded 400,000 - more than attended all organized sports in the county. (The comparison to sports the text Thursday night for. fear it might antagonize sports fans.)

"continual The experimentation and the rise and fall-of smaller cultural projects" is also noted. Santa Cruz County abounds with small cultural groups that undertake both traditional and experimental efforts, but many "are destined to last" only a few months or, at best, two to three years." The objective of the action plan and the people behind it is to establish a planning and programming vehicle for all the arts on a county-wide basis.

The committee identified three general objectives of the action plan. They are:

-To provide greater opportunities for everyone to insights of the world's great artists and scientists.

-To help children and adults develop a greater sense of their own worth through the encouragement of creative skills and talent.

series of cultural events and experiences which make living together in Santa Cruz County a source of pleasure and inspiration.

The specific goal of the plan added. is to "recommend cooperative Santa Cruz County by strengthening the area's cultural institutions, assisting its artists and exploring new ways of bringing together the arts, sciences and people."

To meet that goal, the committee recommended eleven objectives be incorporated in the action plan, including:

-Help strengthen the area's cultural institutions.

arts and education programs.

programs which enable county citizens to participate part, work together on beyond the arts, he added. projects which celebrate their. The consultant a heritage and customs — mentioned a number of racial, social, ethnic and "spinoffs" that have historic.

-Encourage development of high quality cultural events, festivals and attendance was deleted from other programs — both locally produced and imported which would enable county citizens to see and hear the best in the arts and, at the same time, help promote tourism to improve the county's economy.

-Help the county's artists improve their working conditions and, indirectly, help to maintain a sufficient number of talented artists in the county.

In January the committee will make recommendations physical facilities. on including cost estimates for new facilities. Also in January the first board of directors will be selected to oversee

implementation of the plan.

The operating costs of the programs recommended in the action plan are estimated to be \$120,000 in fiscal 1980-81. enjoy and understand the The funds would be raised primarily from 12 different sources in the public and private sectors, according to the action plan.

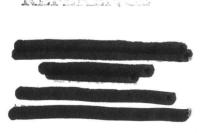
The Cultural Action Plan has already gotten its first \$5,000 benefactor and "people -To provide a continuing are rushing" to become patrons and benefactors, according to Burgard. The committee will learn next week the amount of its first corporate contribution, he

importantly, More methods and services which "Communications among would benefit the citizens of South and North County, minorities, businessmen and artists is just beginning and will grow. That is perhaps in the longrun one of the most valuable things we can do,' Burgard said.

The California Arts Council reportedly wants to use Santa Cruz County as a model for cooperation among the arts, sciences and business. (It is the only county awarded a ultural institutions. grant from the state council

—Assist the county's for this purpose.) And, "I elementary schools to think we can do so much in supplement and improve their this county, so far out of rts and education programs. proportion to the initial —Undertake outreach funds," Burgard said. The project may also make Santa Cruz County a model for in creative activities and in "citizen cooperation" in areas

The consultant also occurred as a result of the



concerted effort to promote cultural activities.

A Santa Cruz Songwriters'
Guild has been organized by
Jack Bowers, a member of the
resource committee and on
Dec. 14, the Santa Cruz Art
Center and other
organizations will put on a
"Gallery Walk" in Santa Cruz,
to be financed by downtown
businesses there.

Burgard, Hyde and Ms. Grova were invited to address the California League of Cities Conference in Monterey last weekend. Burgard spoke on his experience as an arts consultant and Hyde and Ms. Grova spoke during a section of the program devoted to "City Success Stories."