

# **Rocklin Arts Commission Visioning Document**

## **Fiscal Year 2025/26**

### **Executive Summary**

The City of Rocklin Arts Commission Visioning Document is the result of over a year of gathering and analyzing community input. It embodies the desires of the Rocklin community, articulated through the Vision and Mission Statements, and translated into specific goals and action steps for the Arts Commission to implement.

### **Vision**

The City of Rocklin is committed to promoting and supporting a variety of artistic and cultural experiences that enhance the daily lives and community identity of both its residents and visitors.

### **Mission**

The mission of the Arts Commission is to provide leadership and support for the arts, ensuring they are accessible to everyone. The Commission advocates for resources that expand opportunities for artists and the community, ultimately creating a positive impact on the local economy.

### **Values**

1. Support Development of the Local Creative Economy
2. Evaluate the Economic Impact of Arts and Culture
3. Encourage Collaboration and Partnerships with Other Arts Organizations
4. Employ Data-Driven Decision-Making
5. Commit to Individual Integrity and Artistic Diversity
6. Promote the Arts Community in Rocklin

### **Purpose**

The Rocklin Arts Commission was established in 2023 as Section 2.43 of the Rocklin Municipal Code to serve in an advisory capacity to the City Council in the implementation of the Public Arts Master Plan. The Arts Commission is charged with performing the following specific functions:

- Advise the City Council on all matters affecting the arts and culture of the City;

- Encourage programs in the arts to promote the cultural enrichment of the community;
- Establish an effective liaison between the city, county, and local cultural and artistic groups.

## **Research Methodology**

Before establishing a set of Goals to guide priorities, the Rocklin Arts Commission set out to collect community input and data through a variety of tools and methods, including:

- Conducted meetings with the various Arts and Culture organizations, including the Arts Council of Placer County, Rocklin Fine Arts, and the Rocklin Parks and Recreation Department to identify community arts and cultural needs. These included a representative sampling of various important constituencies within or serving the City of Rocklin.
- Received and Reviewed the Arts and Economic Prosperity 6 Placer County Report 2023-2025 from the Arts Council of Placer County (ACPC).
- Received a Special Presentation by the Arts Council of Placer County on the 2023 Cultural Mapping Study [Cultural Mapping Study - Arts Council of Placer County \(placerarts.org\)](https://www.placerarts.org/cultural-mapping-study).
- Had a presence at the 2024 Rocklin Civic Celebration to inform attendees of the Commission's community survey and public workshop.
- Conducting an online survey that was open to the public, and promoted widely, to collect input from Rocklin residents and visitors to the City. The survey was available in English and received 165 responses.
- [Public Workshop/Community Forum](#)

## Goals

Based on the above information gathering, this section outlines the goals, objectives, and policy actions that back the vision of the Plan and serve to guide the development of the arts in Rocklin.

### ***GOAL # 1: Increase Opportunities for all to experience arts and culture throughout the community.***

*Objective:* Expand arts and cultural offerings for children and youth.

*Action:* Establish a K-12 revolving student art show in City Hall in conjunction with the Rocklin Unified School District (RUSD).

Success Measurement:

- Number of participating schools and students in the annual art show.
- Feedback from students, educators, and visitors regarding the impact of the art show.

**Alignment with City Council Strategic Pillar:** Livable — promotes a quality of life that supports health, happiness, and prosperity.

### ***GOAL # 2: Promote arts experiences year-round throughout the City and region.***

*Objective:* Partner with area Arts Organizations.

*Action:* Continually update information and a calendar of events for arts and cultural activities on a dedicated page on the City's website. At the beginning of each calendar year, the Commissioners will self-appoint as liaisons to various arts organizations in Rocklin to share information about existing events and identify areas of opportunity to collaborate.

Success Measurement:

- Number of events listed on the city's website and updates made annually.
- Engagement metrics (website traffic, social media shares/mentions).
- Number of new collaborations and partnerships with local arts organizations.
- Feedback from arts organizations on the effectiveness of communication and collaboration.

**Alignment with City Council Strategic Pillar:** Vibrant — fosters a dynamic, business-friendly environment to enhance economic vitality and encourage cultural engagement through efficient planning and collaboration.

**GOAL # 3: Expand public art throughout the city.**

*Objective:* Establish a public art program.

*Action:* A key step in expanding public art throughout the city will be to identify and assess existing programs that can help preserve, promote, and strategically expand public art, allowing for a broader vision of future opportunities and potential locations for new works.

Success Measurement:

- Number of public art installations or projects completed.
- Number of new programs or partnerships established to support public art.
- Increase in public visibility and recognition of Rocklin as a cultural hub through media or tourism metrics.

**Alignment with City Council Strategic Pillar:** Vibrant — enhances Rocklin’s cultural landscape, stimulates creativity, and promotes a diverse, engaging environment.

**GOAL # 4: Support Rocklin’s thriving creative economy.**

*Objective:* Leverage and promote collaborations with the creative sector.

*Actions:*

- Curate performance artists for the annual City Civic Celebration.
- Curate a program and host a booth for the annual Rocklin Maker Fair.
- Seek input from local and regional artists on how the Commission can further improve public arts access and collaboration in Rocklin.

Success Measurement:

- Attendance and participation numbers for both the City Civic Celebration and Rocklin Maker Fair.
- Number of performance artists and exhibitors participating.

**Alignment with City Council Strategic Pillar:** Vibrant — fosters a dynamic, innovative environment that attracts new businesses, supports existing ones, and enhances the community’s cultural and economic vitality through creative collaboration and efficient planning.

**GOAL # 5: Strengthen the Role of the Arts Commission as an Advisor to the City Council on Arts and Culture Matters.**

*Objective:* Establish a formalized process for advising the City Council on arts and culture policies and initiatives.

*Action:*

- Develop an annual report to City Council summarizing the current status of arts in the community, opportunities, and both artist and community feedback on the state of the arts in Rocklin.

Success Measurement:

- Completion and presentation of the annual Arts & Culture Report to the City Council.

**Alignment with City Council Strategic Pillar:** Vibrant — enhances Rocklin’s cultural landscape, stimulates creativity, and promotes a diverse, engaging environment.

By tracking these success metrics, we can ensure that each goal is not only met but also continually improved to best serve the community and its creative economy.