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**DEPARTMENT:** ALL TOWN DEPARTMENTS**TITLE:** **ARTS & CULTURE POLICY**

Minutes reference date: January 22, 2007

Page: 280**PURPOSE:**

The Town of Amherst recognizes that arts and culture contribute to the quality of life of its citizens. The Town also recognizes that a strong and active cultural environment promotes a sense of identity and belonging, and serves as an opportunity for tourism and the generation of economic impacts both directly and indirectly.

The Town is committed to ensuring that our citizens have an awareness of arts and culture, artistic achievement, cultural diversity and our unique heritage, and that it is reflected to our citizens and to the world, through our businesses, buildings, facilities and programs.

**POLICY STATEMENT:**

The Town of Amherst will support the development of arts and culture in the areas of community development, visual and performing arts and cultural activities, as appropriate, and as resources allow.

**OBJECTIVES**

- Increase public awareness and appreciation of arts and culture through utilizing the promotional tools currently available.
- Encourage access to arts and cultural activities through the development of new tools for promotion and marketing
- Support and encourage the development of partnerships with the business community to help promote visual arts in their workplace, buildings and other work environments. Partnerships between government, business, associations, individuals and the arts community will enhance the development and provision of arts activities, and access to the arts.
- Recognize achievement in arts and culture. Creativity, innovation, and excellence should be valued, supported and celebrated as essential elements of arts community development.
- Encourage, properly maintain and promote art in the public domain, such as the Amherst Mural Project.
- Provide encouragement, information and opportunities for artists and cultural groups to strengthen their administrative, marketing, technology, and management skills. *(See Policy 72000-03 Grants to Organizations)*
- Preserve, use and promote Amherst's unique history and heritage, both built and cultural.
- Work cooperatively with other levels of government, educational bodies, and associations, to further develop arts and culture in Amherst.