

Notice of Meeting of the Arts and Culture Advisory Board of the City of Georgetown, Texas September 15, 2026

The Georgetown Arts and Culture Advisory Board will meet on September 15, 2026 at 4:30 PM at City Hall, 808 Martin Luther King Jr Street, Georgetown, TX 78626.

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information; TTY users route through Relay Texas at 711.

Public Wishing to Address The Board

On a subject that is posted on this agenda: Please fill out a speaker registration form which can be found on the table at the entrance to the meeting room. Clearly print your name and the letter of the item on which you wish to speak and present it to the Board Liaison prior to the start of the meeting. You will be called forward to speak when the Board considers that item. Only persons who have delivered the speaker form prior to the meeting being called to order may speak. Speakers will be allowed up to three minutes to speak. If you wish to speak for six minutes, it is permissible to use another requestor's granted time to speak. No more than six minutes, for a speaker may be granted. The requestor granting time to another speaker must also submit a form and be present at the meeting.

On a subject not posted on the agenda: A request must be received by the Advisory Board or Commission Liaison prior to the day the agenda for this meeting is posted. Each speaker will be given three minutes to address the Board or Commission members. No action can be taken.

Regular Session

- 1.A **Call to order**
Call to order - Lynn Kessel, Board Chair
- 1.B **Arts & Culture Announcements**
Announcements - Lynn Kessel, Board Chair
- 1.C **Approval of minutes**
Consideration and approval of the August 18, 2026 minutes - Lynn Kessel, Board Chair
- 1.D **Arts & Culture Strategic Plan**
Consideration and possible action to approve the Arts and Culture Strategic Plan – Amanda Still, Arts and Culture Program Manager
- 1.E **Volunteers for Autumn Art Stroll**
Discussion of volunteer roles for Autumn Art Stroll – Amanda Still, Arts and Culture

Program Manager

1.F **Manager Report**

Presentation of Arts & Culture Report - Amanda Still, Arts & Culture Program Manager

Adjournment

Certificate of Posting

I, Robyn Densmore, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr. Street, Georgetown, TX 78626, a place readily accessible to the general public as required by law, on the _____ day of _____, 2026, at _____, and remained so posted for at least three business days preceding the scheduled time of said meeting.

Robyn Densmore, City Secretary

City of Georgetown, Texas
Arts and Culture Advisory Board
September 15, 2026

SUBJECT:

Call to order

SUGGESTED ACTION:

Call to order - Lynn Kessel, Board Chair

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

N/A

City of Georgetown, Texas
Arts and Culture Advisory Board
September 15, 2026

SUBJECT:

Arts & Culture Announcements

SUGGESTED ACTION:

Announcements - Lynn Kessel, Board Chair

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

N/A

City of Georgetown, Texas
Arts and Culture Advisory Board
September 15, 2026

SUBJECT:

Approval of minutes

SUGGESTED ACTION:

Consideration and approval of the August 18, 2026 minutes - Lynn Kessel, Board Chair

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

[8.18.2026 Arts & Culture Minutes - draft.pdf](#)

**Minutes of the
Arts and Culture Advisory Board
City of Georgetown, Texas
Tuesday, August 18, 2026**

The Georgetown Arts and Culture Advisory Board met on Tuesday, August 18, 2026 at 4:30 PM at City Hall, 808 Martin Luther King Jr Street, Georgetown, TX 78626.

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The following Members were in attendance:

Present were: Lynn A Kessel, Denise M Brown, Diane N. Sandlin, Jeff A Manley, Morgan T Myers

Public Wishing to Address The Board

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1. Regular Session

1.A Call to order

Call to order - Lynn Kessel, Board Chair
at 4:30pm

1.B [Arts & Culture Announcements](#)

Announcements - Lynn Kessel, Board Chair

- Palace Theatre - current shows are "42nd Street" and "And Then There Were None." Oklahoma! will be next.
- Art Center - there will be a Master Class on August 22nd.
- Library is busy after a week of closure.
- Wilco Art Guild - September 4th will be the Art Reception for the "Art of Us" from 5-7pm, the show will be displayed for the month of September. 50th Anniversary is themed as Peace, Love & Art Affair (70's). The celebration will be on Saturday, September 26th from 6-9pm. Tickets are on sale at on their website: wcagtx.org.
- Wilco Museum - Night at the Museum will be on August 22nd. October Ghost Tours will be available from October 2nd to October 30th. The Annual Gala will be on Thursday, October 15th and tickers are for sale on their website: williamsonmuseum.org

1.C [Approval of minutes](#)

Consideration and approval of the July 21, 2026 minutes - Lynn Kessel, Board Chair

Moved by Diane N. Sandlin; seconded by Morgan T Myers to Approve .

Motion Approved: 5- 0

Voting For: Lynn A Kessel, Denise M Brown, Diane N. Sandlin, Jeff A Manley, Morgan T Myers

Voting Against: None

1.D [Final Strategies for Arts and Culture Strategic Plan](#)

Consideration and possible action to approve Final Strategies for Arts and Culture Strategic Plan – Amanda Still, Arts and Culture Program Manager

Moved by Jeff A Manley; seconded by Morgan T Myers to Approve the Final Strategies for Arts & Culture Strategic Plan as presented.

Motion Approved: 5- 0

Voting For: Lynn A Kessel, Denise M Brown, Diane N. Sandlin, Jeff A Manley, Morgan T Myers

Voting Against: None

1.E [Workplan for Arts and Culture Strategic Plan](#)

Consideration and possible action to approve proposed Workplan for Arts and Culture Strategic Plan – Amanda Still, Arts and Culture Program Manager
No action at this time, this item will be brought back at a later date.

1.F [Sculptures for the Georgetown Sculpture Tour](#)

Consideration and possible action to approve the sculptures for the Georgetown Sculpture Tour – Amanda Still, Arts and Culture Program Manager

Moved by Diane N. Sandlin; seconded by Denise M Brown to Approve as presented by staff.

Motion Approved: 5- 0

Voting For: Lynn A Kessel, Denise M Brown, Diane N. Sandlin, Jeff A Manley, Morgan T Myers

Voting Against: None

1.G **Volunteers for Autumn Art Stroll**

Discussion of volunteer sign-ups for Autumn Art Stroll – Amanda Still, Arts and Culture Program Manager

Board had time to select their volunteer hours for the Autumn Art Stroll.

1.H **Manager Report**

Presentation of Arts & Culture Report - Amanda Still, Arts & Culture Program Manager
Amanda & Corinne presented the report to the board and answered their questions.

Adjournment

Moved by Jeff A Manley; seconded by Morgan T Myers to Adjourn at 5:49pm.

Motion Adjourn: 5 - 0

Voting For: Lynn A Kessel, Denise M Brown, Diane N. Sandlin, Jeff A Manley, Morgan T Myers

Voting Against: None

These minutes were approved at the meeting of _____

Chair

Attest

City of Georgetown, Texas
Arts and Culture Advisory Board
September 15, 2026

SUBJECT:

Arts & Culture Strategic Plan

SUGGESTED ACTION:

Consideration and possible action to approve the Arts and Culture Strategic Plan – Amanda Still,
Arts and Culture Program Manager

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

[Arts & Culture_Strategic Plan_2026.pdf](#)

[Arts & Culture_Implementation Plan_2026.pdf](#)

[Appendices.pdf](#)



ARTS & CULTURE STRATEGIC PLAN

City of Georgetown

2026-2031

Acknowledgements

Georgetown Arts & Culture Advisory Board Members

Lynn Kessel
Diane Sandlin
Robert Thomas
Denise Brown
Jeff Manley
Morgan Myers
Stacy Reed

City of Georgetown

Kim McAuliffe, Downtown & Tourism Director
Amanda Still, Arts and Culture Program Manager
Corinne Freitas, Arts and Culture Coordinator

Georgetown Community

The Palace Theater
The Williamson Museum
The Georgetown Library
Preservation Georgetown
The Shotgun House Museum
Georgetown Cultural Citizen Memorial Association
The Williamson County Art Guild
Georgetown downtown businesses
Georgetown contributing residents

Contributing Planner

Debra Soule Consulting



Shiloh's Walk Downtown by Sarah Castilleja

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Texture and Time Exhibit at the Georgetown Art Center by J Muzacz

About Georgetown Arts and Culture

One of the fastest growing metro areas in the nation, Georgetown is located on the banks of the San Gabriel River and along the edge of the gently rolling hill country in Central Texas. Georgetown provides an excellent lifestyle with numerous opportunities to participate in cultural, recreational, and educational activities. Founded in 1848, it is famous for having the most beautiful town square in Texas, featuring 19th-century Victorian architecture, and is known as the Red Poppy Capital of Texas.

The City of Georgetown Arts and Culture Board was established in 2008 for the purpose of actively pursuing the placement of public art in public places and serving to coordinate, promote and support public access to the arts. The Board was also established to encourage, stimulate, promote and foster programs for the cultural enrichment of the City, thereby contributing to the quality of life in Georgetown, and to develop an awareness of the value of the arts in the business community, local government and the general public.

According to the Arts and Culture Board's bylaws, the Board is directed to:

1. Ensure the arts continue to be of value as an integral part of Georgetown;
2. Seek to improve communication and organization of the activities in the Georgetown arts community;
3. Promote the arts in Georgetown to enrich the lives of its residents through education and demonstration;
4. Assist other City boards, commissions and committees and the City Council in using public art to enhance development in public parks and other public lands and structures;
5. Advise other City boards, commissions and committees and City departments regarding artistic components of municipal projects under consideration by the City and serve as a resource for artistic components of private developments;
6. Develop and recommend to the City Council policies and programs that would enhance and encourage planning, placement and maintenance of public displays of art in locations open to the public within the community;
7. Encourage connections with other local, regional and national organizations working for the benefit of art and preservation of artistic values, and other similar activities;
8. Recognize and encourage groups and organizations that enrich Georgetown life by bringing cultural and artistic values and artifacts to the City; and
9. Pursue funding, including gifts and grants, for support of art programs and activities and the procurement of public art.



Mission and Vision

Georgetown's Arts & Culture Program enhances the quality of life for the residents and visitors of Georgetown by promoting community engagement & cultural participation, fostering business development, and facilitating cultural tourism through public art programming & collaborative events.

Members of the Arts and Culture Board believe a vibrant arts community and cultural offerings are good for the quality of life for residents, will attract visitors, and will assist Georgetown in becoming a nationally recognized arts destination by 2030.

Arts and Culture Planning

The Georgetown Arts and Culture Board was awarded the designation in 2013 by the Texas Commission on the Arts as a State of Texas Cultural District due to the significant number and quality of cultural assets in Downtown Georgetown. The Downtown Georgetown Cultural District is managed by the Arts and Culture Program and the Arts and Culture Advisory Board. The goals of Cultural Districts include attracting artists and cultural enterprises to the community, encouraging business and job development, establishing tourism destinations, preserving and reusing historic buildings, and fostering local cultural development.

The first strategic plan developed by the Arts and Culture Board was completed in 2013 to help build a framework allowing the board to meet the goals of the Cultural District Program while serving Georgetown's arts and culture community. In 2017, the first Economic Impact Study of Arts and Culture in Georgetown was conducted. A major recommendation of the study was to hire staff to fulfill current program needs, as well as expanding and developing the program further. In 2019, an Arts and Culture Coordinator position was created, which led to the first strategic plan update in 2020. With the addition of staff and the update of the strategic plan, the Arts and Culture Program saw exponential growth in just five years. What started as a program that with only three community murals, two permanent sculptures, and eight sculptures exhibited on the annual Georgetown Sculpture Tour, grew to include 25 murals, 10 permanent sculptures, 15 annually rotating sculptures, the Utility Box Art Project, and the GISD Student Mural Project. The program has also been awarded close to \$300,000 in grant funding since 2019 from the Texas Commission on the Arts and the National Endowment for the Arts to help build the program to what it is now in 2026.

When the need for another update to the strategic plan became due, the Arts and Culture Program conducted an updated Economic Impact Study to help inform the updated strategic planning process. Additionally, the Arts and Culture Program began managing the Georgetown Art Center facility in 2024, with the addition of Grace Heritage Center management in 2026 and a second full-time staff position for additional program support. To help the Arts and Culture Program with management, expansion, and preservation of the two City-owned cultural facilities and the additional management of the Shotgun House Museum on the horizon, a Cultural Facilities Study is now underway for the Arts and Culture Program.

The Importance of Arts and Culture

The purpose of the Arts and Culture Board's Strategic Plan is to establish goals and objectives to accomplish the directives established in the Board's bylaws. Additionally, two of the City's major planning documents, the updated 2025 Economic Impact Study and the updated 2024 Downtown Master Plan demonstrate the importance of arts and culture programming to Georgetown and help inform the Arts and Culture Strategic Plan.

The 2024 Downtown Master Plan calls for expansion of the Arts and Culture Program downtown to include:

- Continued collaboration with the City of Georgetown Arts & Culture Board for opportunities to expand public art.
- Continued leveraging of the Georgetown Commercial Mural Program to seek artistic opportunities as new development/in-fill development occurs.
- Look for opportunities to expand art related facilities, such as the Georgetown Arts Center.
- Partner with the adjacent neighborhood organizations (TRG, Old Town, etc.) to collaborate on Downtown art that is focused on acknowledging the history, diversity and richness of these neighborhoods.
- Increase connectivity and activate the public realm across the downtown: The use of street art in the Downtown overlay district as a way of elevating local art expression and highlighting cultural and historic significance should continue.

2024 Downtown Master Plan also recommends a major themed art effort that “Reimagines 9th Street as an Art Walk connecting the South Main Arts District and the Light and Water Works District across Austin Avenue, to extend the aesthetic and vibrancy of the Historic Square outward to other portions of the Downtown Overlay District. The 9th St. Art Walk an opportunity to showcase local art is a focused and thematic way as part of the streetscape improvements along this corridor.” (2024 Downtown Master Plan) This 9th St Art Walk expands and elevates the successful semi-annual Art Stroll program that began in 2021 as a way to showcase the Downtown Cultural District Anchors, local arts scene, and arts based businesses.

ART



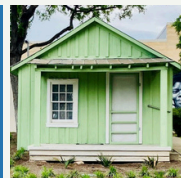
THEATRE



ARCHITECTURE



HISTORY



MUSIC



Traditions to the Future by Mila Sketch

The Importance of Arts and Culture

The 2025 Economic Impact Study of Arts and Culture can be compared to the economic impact study conducted in 2017 for an indication of economic impact of investments in Georgetown Arts and Culture. As a comparison of studies, 2017 tax revenue attributed to arts and culture activities in Georgetown was estimated to be \$500 million, while 2024 tax revenue was estimated at over \$858 million. Georgetown's arts and culture scene supported 150-200 jobs in 2017, while 644 jobs were supported in 2024. By following recommendations of the 2017 study and operating within the framework of the TCA Cultural District Program, the Georgetown Cultural District has seen positive economic growth in the arts and culture sector as evidenced by the 2025 Economic Impact Study.

Recommendations of the Economic Impact Study include:

- Enhancement the presence of the Georgetown Art Center as a catalytic launch pad for creative businesses, entrepreneurs, and artists.
- Double-down on efforts to make downtown an exceptionally inviting and vibrant environment.
- Supporting the vitality of existing arts businesses and support organizations.
- Expanding the draw of the existing set of core arts and cultural events.

The surveys distributed during the specific research phase for this Arts and Culture Strategic Plan demonstrate the need for facilities in Georgetown that support professional development of artists: visual artists, performing artists, musicians. Artists in Georgetown appreciate the high quality of life in a community where arts and culture is valued, and survey responses indicated the need for enhanced opportunities for further engagement and networking among peers. Another topic of interest obtained from the surveys was the need to more deeply integrate history and heritage programming into the Arts and Culture Program.

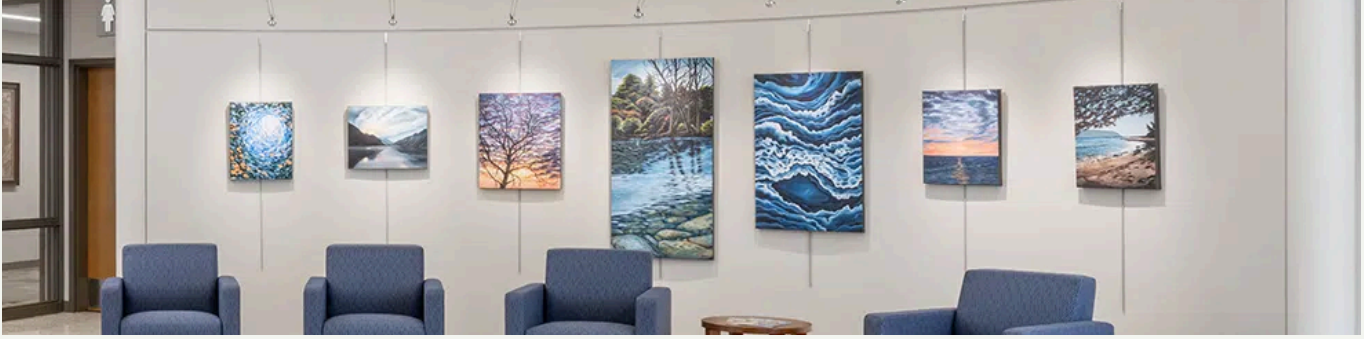


Exhibit at Georgetown City Hall by Jessica Meurer Sobhani

The Importance of Arts and Culture

2025 Economic Impact



\$858,439

Tax Revenue Attributable to Arts and Culture



644

Annual Jobs Supported

*The Economic Impact of Arts and Culture in Georgetown, Texas
by Jon Stover & Associates in collaboration with Asakura Robinson*

2017 Economic Impact



\$500,000

Tax Revenue Attributable to Arts and Culture

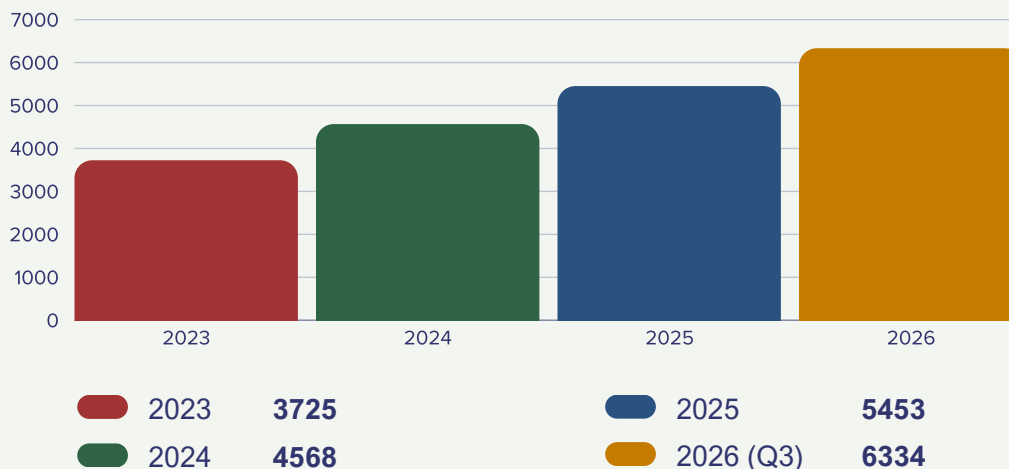


200

Annual Jobs Supported

*Economic Impact: The Role of the Arts and Culture Sector in Georgetown, Texas
by TXP*

Combined Social Media Audience for Arts & Culture in Georgetown



Art Event Attendance

Spring

Autumn



Methodology

The 2027 Arts and Culture Strategic Plan integrated the data and recommendations acquired from Jon Stover & Associates and Asakura Robinson's recently completed The Economic Impact of Arts and Culture in Georgetown, Texas (2025) and from Design Workshop's 2024 Georgetown Downtown Masterplan.

Four survey questionnaires were created and circulated to a wide range of stakeholders throughout Georgetown. The surveys provided valuable insight into arts and culture program activity and the aspirations and hopes of residents, businesses, arts and culture organizations and the community at large. Focus group research and a SWOT analysis were also conducted with members of the city's Arts and Culture Advisory Board.

Artist, Community, Organization, and Business Surveys

Online survey questionnaires were prepared using Survey Hero and circulated to a wide range of stakeholder groups including artists and makers throughout the region, Georgetown arts and culture organizations, and Georgetown businesses with an arts focus. Georgetown residents also had the opportunity to complete a survey focusing specifically on the interests, aspirations and concerns of the community at large. These were made available to all interested members of the community on the City's website.

A total of 458 surveys were received from all stakeholder groups. This included 184 responses from Georgetown area artists and makers, 4 arts and culture organizations, 7 arts-related businesses and 263 Georgetown residents. The surveys included both quantitative and qualitative questions which produced a comprehensive snapshot of the arts and culture sector in Georgetown and enabled a deep understanding of specific concerns, hopes and aspirations of people from all stakeholder groups. These have been assimilated in the goals, objectives and strategies included in the 2027 – 2032 Strategic Plan.



Methodology

Georgetown Arts and Culture Board Retreat

In a focus group held during an Art and Culture Advisory Board Retreat, Board members reviewed preliminary goals that had emerged from a review of completed objectives from the 2020 Arts and Culture Strategic Plan. They then considered these with respect to the current 2026 survey research findings. Their observations and recommendations were incorporated as draft goals and objectives for the current strategic plan.

Georgetown Arts and Culture Advisory Board SWOT Analysis

A SWOT Analysis (Strengths, Weakness, Opportunities and Threats) was conducted with members of the Arts and Culture Advisory Board in order to identify internal and external factors that impact the draft goals and strategies drawn from stakeholder group surveys and from their previous planning processes. Key issues were identified and these were incorporated in a draft plan that included the goals, objectives recommended for the 2026 – 2031 program as well as recommended strategies to achieve these.



2027-2032 OVERARCHING GOALS



Neo Geo Exhibit at the Georgetown Art Center by Larry Akers and Janet Brooks

Goal 1: Enhance the presence of the Georgetown Art Center as the hub for the cultural district and a catalytic launch pad for creative businesses, entrepreneurs, and artists.

Objective A - Assess the feasibility of expanded arts programming in the GAC facility.

STRATEGY 1

Complete City cultural facility assessment and develop strategies for implementing its recommendations for expanded arts programming in the GAC facility

STRATEGY 2

Identify and pursue viable options for artists' studio space, incubator and collaborative workspace including a potential makerspace and affordable youth programming

STRATEGY 3

Introduce networking processes for businesses, organizations, entrepreneurs and artists to collaborate and participate in new programs and events in partnership with the GAC facility

2027-2032 OVERARCHING GOALS

Goal 1: Enhance the presence of the Georgetown Art Center as the hub for the cultural district and a catalytic launch pad for creative businesses, entrepreneurs, and artists.

Objective B - Assess additional facilities including external and City-owned properties to provide space and opportunities for education, engagement, exhibition, and heritage related programming.

STRATEGY 1

Complete City cultural facility assessment and develop strategies for implementing its recommendations in City-owned cultural facilities

STRATEGY 2

Introduce networking processes for businesses, organizations, entrepreneurs and artists to collaborate and participate in new partnerships, programs and events within the cultural district and the Central Texas region

STRATEGY 3

Identify and pursue viable options for a performing arts and multi-disciplinary space

Objective C - Update Arts and Culture staff and board volunteer roles as new program or facility opportunities emerge

STRATEGY 1

Make recommendations for updated or new Arts and Culture staff roles, Board and volunteer roles to facilitate new programs or facilities

STRATEGY 2

Explore expansion of A & C Board Sub-committees including an Events Sub-committee and a Heritage Sub-committee

2027-2032 OVERARCHING GOALS

Goal 1: Enhance the presence of the Georgetown Art Center as the hub for the cultural district and a catalytic launch pad for creative businesses, entrepreneurs, and artists.

Objective D - Expand marketing and promotion initiatives for arts and culture

STRATEGY 1

Collaborate with the Department of Downtown and Tourism to expand marketing and promotion

STRATEGY 2

Develop a marketing strategic plan for arts and culture



2027-2032 OVERARCHING GOALS

Goal 2: Continue to develop and expand the Georgetown public art program

Objective A - Expand City-owned public art through existing funding programs

STRATEGY 1

Collaborate with the A & C Board to identify new locations, projects and events for public art

STRATEGY 2

Continue to elevate the quality of existing public art programs

STRATEGY 3

Continue to elevate the quality of existing public art programs

STRATEGY 4

Partner with the Parks and Recreation department for public art opportunities in city parks

Objective B - Expand public art on commercial property

STRATEGY 1

Explore a matching grant for public art by commercial property owners

STRATEGY 2

Partner with the Main Street program and other departments for commercial public art opportunities

2027-2032 OVERARCHING GOALS

Goal 3: Continue the development of a thriving arts, culture, and entertainment district in the downtown

Objective A - Continue and expand Cultural District events and programs

STRATEGY 1

Elevate and expand the semi-annual art strolls; which may include other cultural events and a re-envisioned dedicated arts festival

STRATEGY 2

Introduce networking opportunities with cultural district anchors, businesses, and organizations for Cultural District events and programs

Objective B - Continue to partner on arts infrastructure initiatives as the Downtown Master Plan is implemented

STRATEGY 1

Collaborate with the Department of Downtown and Tourism to integrate Arts and Culture Strategic Plan objectives in the implementation of the Downtown Master Plan and recommendation in the Economic Impact Study



2027-2032 OVERARCHING GOALS



Georgetown Then & Now by ARCY

Goal 3: Continue the development of a thriving arts, culture, and entertainment district in the downtown

Objective C - Continue to partner on arts infrastructure initiatives as the Downtown Master Plan is implemented

STRATEGY 1

Continue submitting annual reports and the ten year evaluation to the TCA to demonstrate alignment with Cultural District Program Goals

STRATEGY 2

Continue membership and partnerships with Texas for the Arts

STRATEGY 3

Participate in TCA activities and programs

2027-2032 OVERARCHING GOALS

Goal 4: Identify additional spaces beyond the Georgetown Art Center to expand Arts and Culture programs

Objective A - Enhance and grow the supply of affordable physical spaces to create and showcase art

STRATEGY 1

Collaborate with arts, culture, and heritage organizations and businesses to identify and establish partnerships on affordable spaces to expand arts and culture programs

STRATEGY 2

Collaborate with our heritage partners as their facilities continue to expand

Objective B - Explore additional external partnerships and opportunities for arts incubator activities and multi-disciplinary programming

STRATEGY 1

Collaborate with arts, culture, and heritage organizations and businesses to identify and establish partnerships on affordable spaces to expand arts and culture programs

STRATEGY 2

Explore the feasibility of offering HOT grant funding to organizations as seed funding or matching funds for collaborative arts and culture initiatives that attract visitors and expand the tourism economy

2027-2032 OVERARCHING GOALS

Goal 5: Continue to pursue funding to elevate Georgetown Arts and Culture

Objective A - Provide HOT Grants to local arts and culture organizations and arts and culture non-profit organizations promoting cultural tourism

STRATEGY 1

Explore expansion of current grant program to offer other types of funding for projects that promote cultural tourism

STRATEGY 2

Explore and implement programs to maximize affordability

Objective B - Explore opportunities for a Friends of the Arts organization to fundraise and diversify revenue sources for Georgetown Arts and Culture

STRATEGY 1

Establish an exploratory committee to explore the feasibility of a Friends of the Arts organization as a separate entity from the City and modelled after the Friends of the Library and Friends of Parks and Recreation

Objective C - Continue to explore other funding opportunities

STRATEGY 1

Pursue opportunities for grants from the Texas Commission on the Arts

STRATEGY 2

Monitor and pursue grant funding options from other funding bodies and foundations

STRATEGY 3

Explore opportunities for earned income in new or existing programs

City of Georgetown Arts and Culture Program

512.930.2583

Arts@GeorgetownTexas.gov

Visit.Georgetown.org/Arts





Implementation Plan

Goal 1.A.S1

- 2027-28 | Budgeting process with City of Georgetown Staff
- 2028-29 | Possible renovations and construction projects
- 2029-30 | Possible renovations and construction projects

Goal 1.A.S2

- 2027-28 | Programming of spaces proposed by consultants
- 2028-29 | Expand membership program and fundraising; piloting
- 2029-30 | New art workshops commence in existing or new spaces
- 2030-31 | Expand membership program and fundraising
- 2031-32 | Expand workshop capacity and programming

Implementation Plan

Goal 1.A.S3

- 2027-28 | Commence recurring networking event
 - 2028-29 | Evaluate and align with marketing plan
 - 2029-30 | Explore additional locations for event
 - 2030-31 | Evaluate and expand programming
-

Goal 1.B.S1

- 2027-28 | Budgeting process with City of Georgetown Staff; apply for preservation grants
- 2028-29 | Possible renovations and construction projects
- 2029-30 | Evaluation and renewals of facility use agreements
- 2030-31 | Evaluate and expand programming

Goal 1.B.S2

- 2027-28 | Commence recurring networking event
- 2028-29 | Evaluate and align with marketing plan
- 2029-30 | Explore additional locations for event
- 2030-31 | Evaluate and expand programming

Goal 1.B.S3

- 2027-28 | Observe market development
 - 2028-29 | Evaluate location opportunity
-

Goal 1.C.S1

- 2027-28 | Budgeting with City of Georgetown staff for facilities
- 2028-29 | Possible renovations and construction projects
- 2029-30 | Evaluation of facility staffings and volunteer needs
- 2030-31 | Implement staffing and volunteer roles

Goal 1.C.S2

- 2027-28 | Identify roles for committees and committee chairs; pilot
 - 2028-29 | Commence committee activities
 - 2029-30 | Expand committee activities
-

Goal 1.D.S1

- 2027-28 | Evaluate current marketing initiatives for Arts and Culture
- 2028-29 | Implement collaborative marketing initiatives based on strategic plan
- 2029-30 | Evaluate process

Implementation Plan

Goal 1.D.S2

- 2027-28 | Conduct market analysis and strategic plan
 - 2028-29 | Implement Arts and Culture initiatives based on plan
 - 2029-30 | Explore feasibility of a community wide loyalty program
-

Goal 2.A.S1

- 2027-28 | Commence public art at Light and Waterworks District
- 2028-29 | Possible public art at Customer Service Center

Goal 2.A.S2

- 2027-28 | Expand budget for public art
- 2028-29 | Increase reach of calls for art

Goal 2.A.S3

- 2027-28 | Inventory existing public art; maintenance plan
- 2028-29 | Implement maintenance plan
- 2029-30 | Expand budget for public art maintenance

Goal 2.A.S4

- 2027-28 | Explore public art options in Chataqua Park
 - 2028-29 | Explore public art options in San Jose Park
 - 2029-30 | Explore public art options in Blue Hole Park
-

Goal 2.B.S1

- 2027-28 | Award matching funding for eligible commercial public art
- 2028-29 | Evaluate program; award funding

Goal 2.B.S2

- 2027-28 | Information session with City of Georgetown Planning Department
-

Goal 3.A.S1

- 2027-28 | Expand volunteer roles; pilot event committee
- 2028-29 | Explore location for arts festival

Goal 3.A.S2

- 2027-28 | Commence recurring networking event
- 2028-29 | Evaluate and align with marketing plan
- 2029-30 | Explore additional locations for event
- 2030-31 | Evaluate and expand programming

Implementation Plan

Goal 3.B.S1

- 2027-28 | Budget assessment
- 2028-29 | Commence planning for 9th Street Art Walk
- 2029-30 | Budget assessment

Goal 3.C.S1

- 2027-32 | Submit annual report

Goal 3.C.S2

- 2027-32 | Attend legislative events

Goal 3.C.S3

- 2027-32 | Apply for grants; support Cultural District grant applications; evaluate TCA grants
-

Goal 4.A.S1

- 2027-28 | Observe and evaluate market development

Goal 4.A.S2

- 2027-28 | Observe development of Williamson County facilities
 - 2028-29 | Possible implementation of Arts and Culture/Heritage audio tours to include the Shotgun House Museum
-

Goal 4.B.S1

- 2027-28 | Observe development of Williamson County facilities

Goal 4.B.S2

- 2027-28 | Evaluate current grant program
 - 2028-29 | Possible implementation of expanded grant program
-

Goal 5.A.S1

- 2027-28 | Evaluate current grant program; pursue additional percentage of HOT for arts
- 2028-29 | Possible implementation of expanded grant program

Goal 5.A.S2

- 2027-28 |

Implementation Plan

Goal 5.B.S1

2027-28 | Establish common goals among stakeholders

2028-29 | Begin process of legal filings, bylaws, and strategic planning; MOU with City of Georgetown

Goal 5.C.S1

2027-32 | Continue to apply for TCA grants

Goal 5.C.S2

2027-28 | Research other funding opportunities

2028-29 | Apply for other grants

Goal 5.C.S3

2027-28 | Explore options for ticketed arts activities and events

2028-29 | Explore options for ticketed programming in new spaces

2029-30 | Implement ticketed options in new spaces

Strategic actions to be evaluated on an annual basis and updated/inserted into each year's annual operational plan.

**Progress and Evaluation are catergorized by Fiscal Year*



City of Georgetown Arts and Culture Program

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Arts@GeorgetownTexas.gov

Visit.Georgetown.org/Arts



APPENDICES

Appendix A – Artist Survey Results

Appendix B – Community Survey Results

Appendix C – Arts and Culture Organization Survey Results

Appendix D – Arts-related Businesses Survey Results

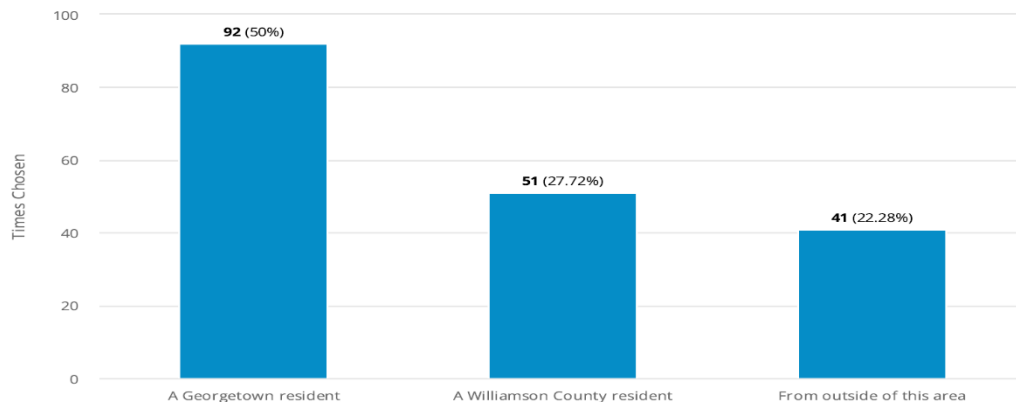
Appendix E - SWOT Analysis Results

Appendix A

Georgetown Arts and Culture Survey for Artists and Makers

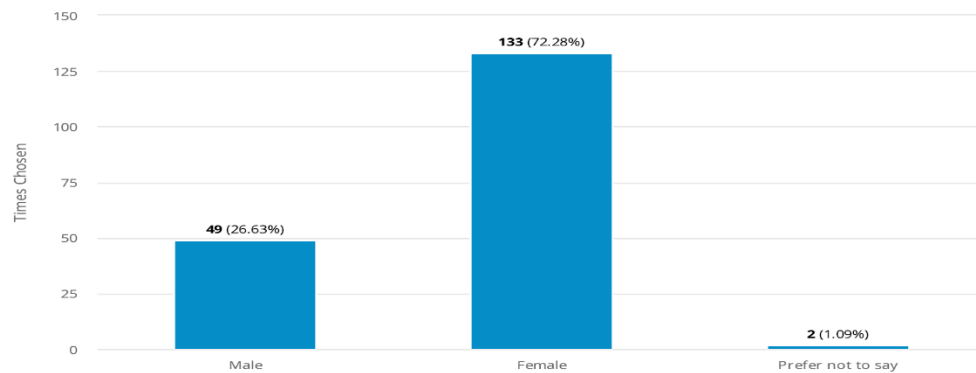
Are you:

Number of responses: 184



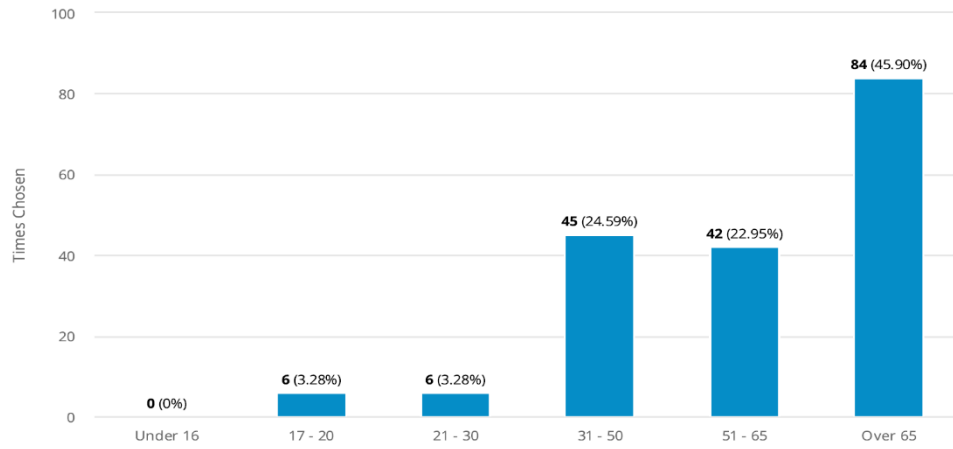
Gender:

Number of responses: 184



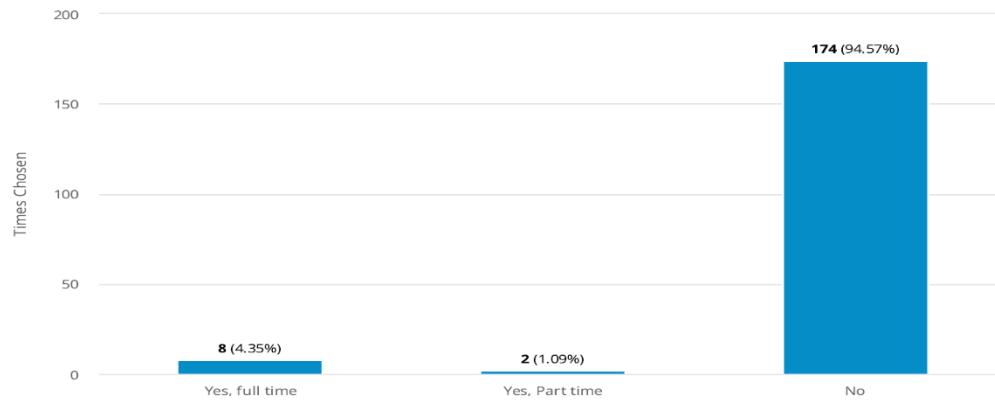
What is your age?

Number of responses: 183



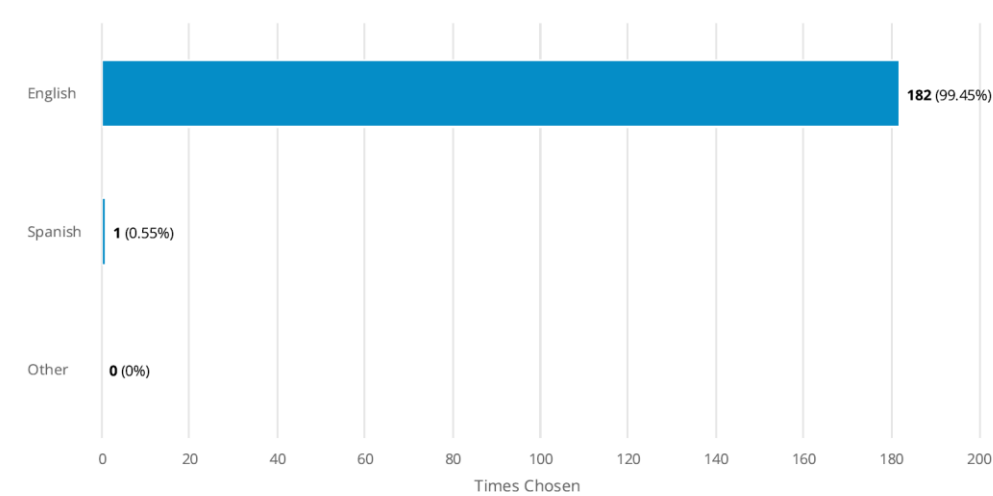
Are you currently a student?

Number of responses: 184



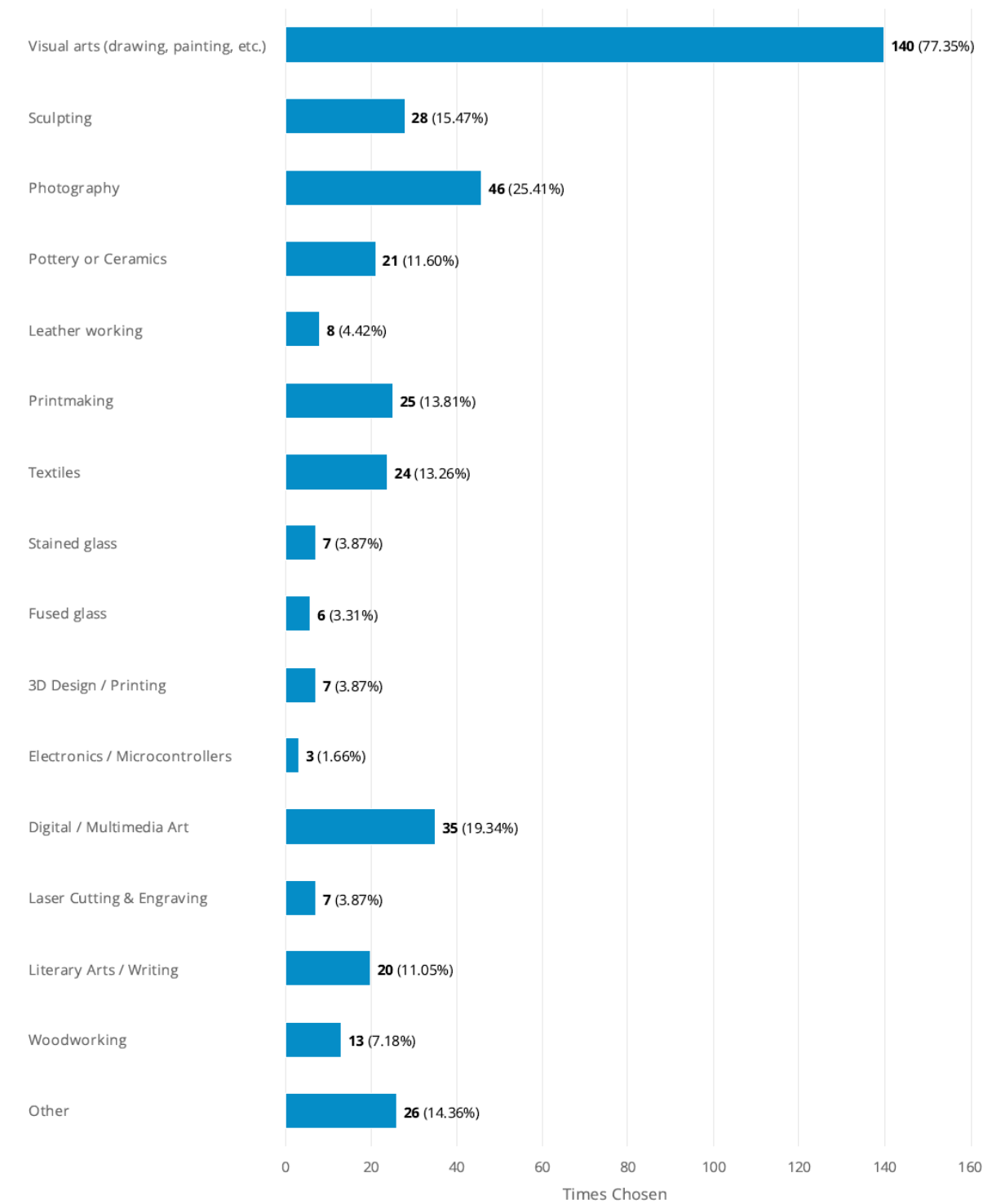
Primary Language spoken?

Number of responses: 183



2. What type of creative work are you engaged in?

Number of responses: 181

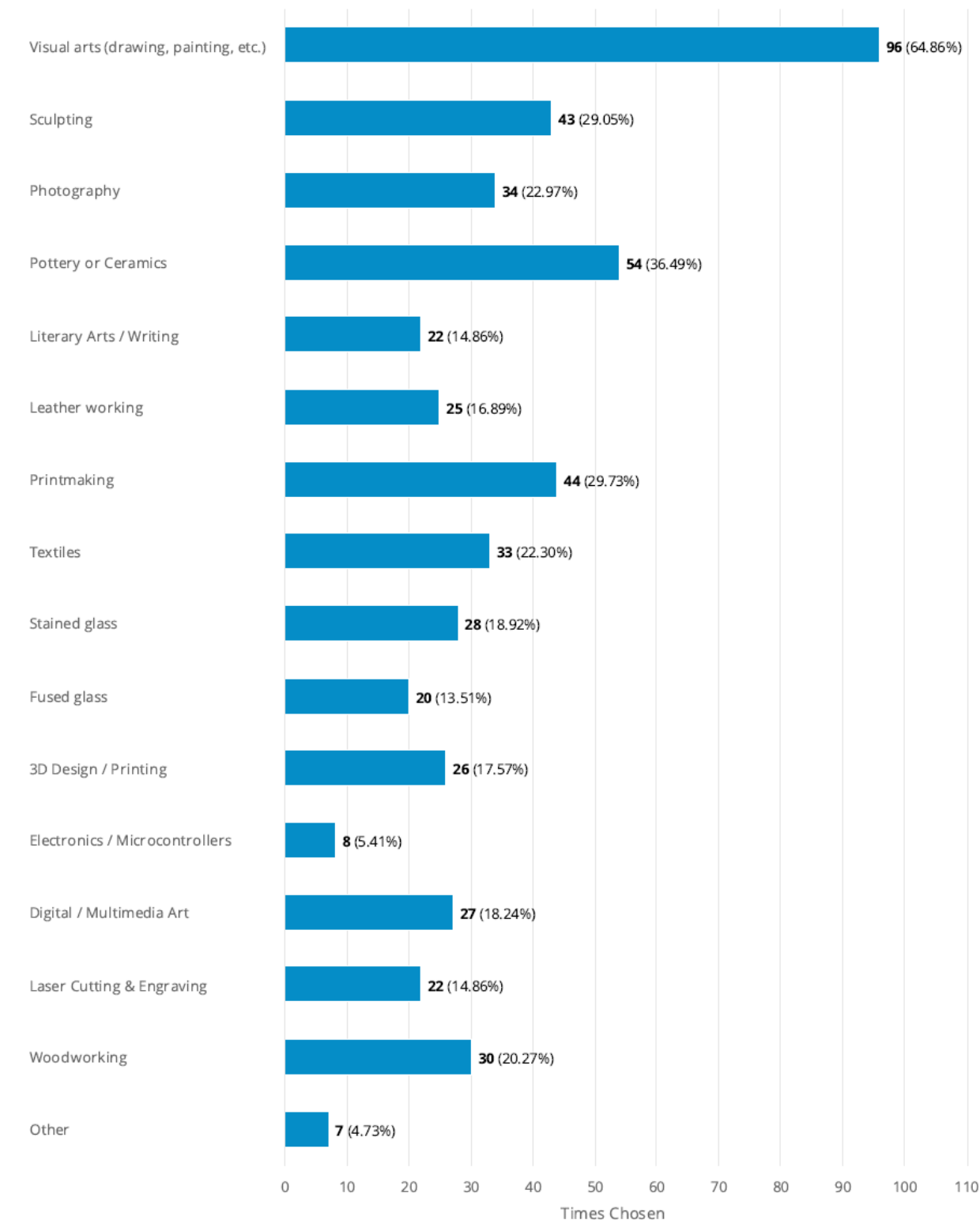


2. "Other" text answers:

Mixed media 3D art
Teaching to senior community two
languages
Jewelry and metalsmithing
Jewelry, smithing
music, theater, dance and other live
performances
CAD / metalworking
Musician
Theatre - Performing
Theatre Design and Fabrication
Performing Arts and Design
Calligraphic Art
Miniature Dioramas
classical music
Music
Mosaics
Mosaic arts
Mosaic Glass
music
Sound
Performing arts
Mosaics, and also gourd art
Symphony Orchestra performing historic
and new music
Mixed Media
Acting / Performance
Cake decorating/painting
China painting

3. Are you interested in learning more about or taking classes in any of these?

Number of responses: 148

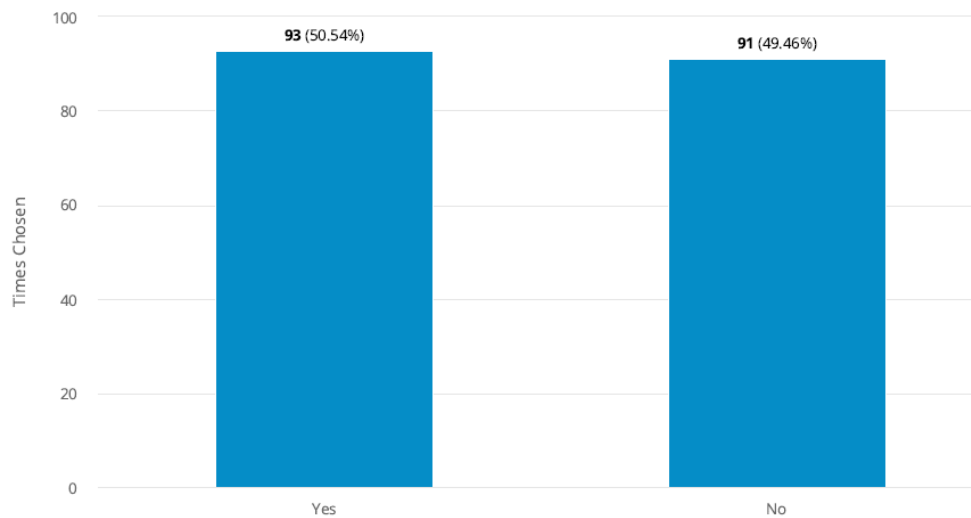


3. "Other" text answers:

Music, theater, dance and other live performances
Succeeding as a professional artist
AI rendering
exhibition opportunities
Only rehearsal and performance space
I'd like to cobble boots, I think that would be pretty cool
China painting

4. Are you currently a member of an arts or craft association or guild?

Number of responses: 184



4. b) If yes, which one(s)?

Williamson County Art Guild
Williamson County Art Guild
WCAG, Center Art Club in RR, visual Arts club in Sun City
WCAG
Henry County
TSOS
Williamson County Art Guild and Weavers and Spinners Society of Austin.
in Sun City, Visual Art Club, and Creative Clay, also Texas Society of Sculpture
Williamson County Art Guild
Williamson County Art Guild
WCAG, woodworking, computer club
WCAG, VAC at Sun City
Williamson County Art Guild
Williamson County Art Guild and Sun City Visual Arts Club
WCAG

Williamson County Art Guild, Creative Arts Society

4. b) If yes, which one(s)?

Williamson County Art Guild

Williamson county art guild

WCAG, RRArts, SCPhoto, Hill Country Camera Club, PSA

Williamson County Art Guild

Williamson County

Williamson County Art Guild

Williamson County Art Guild

Sun city VAC, WCAG

GAC HCCC. WCAG

Williamson County Art Guild, Georgetown Art Center

British Argentium Guild & Society of North American Goldsmiths

Center Art Club, Round Rock Image Creators, Williamson County Art Guild

USITT

Williamson County Art Guild

AEA (Actor's Equity Association)

Texas Society of Sculptors; Artist-Blacksmith's Society of North America (ABANA)

Capital City Scribes

Sun City Creative Club

Brownwood Art Association, GAC

WCAG

Cultural Council for Palm Beach County

Artists of Central Texas also WCAG

Professional Artists of Central Texas

Williamson county art guild

Williamson County Art Guild

Williamson County Art Guild

fort worth collective,

Williamson County Art Guild

Several, local and national

OPA, AIS

Sun City Photography Club

Austin Mosaic Guild and Georgetown Arts

WCAG

Professional Artists of Central Texas

Creative Arts Society of Austin

Texas Sculpture Group

Pastel Society

Central Texas Pastel, Austin Pastel, Pastel Society of NM, PSA, AWA, WAOW

Georgetown Art Works

Fun Art Collective Artists of Central Texas Texas Cartoonists

WCAG, Waterloo Watercolor Group

WCAG, AVAA and the Bee Cave Arts Foundation

Rccc

4. b) If yes, which one(s)?

Sun City Visual Art and WCAG

Creative Arts Society, Capital Arts Society, Painters ATX,

ICOSA

Sun City Visual Arts clubs, (upcoming membership) - Central Texas Pastel Society

Printheuston & Saga

WCAG

Central Texas Pastel Society, Williamson County Art Guild

Clay Collective of Austin

Nest Guild

WCAG, Central Texas Watercolor Society

Center Art Club of Round Rock, and i show at the Old Bakery and Emporium in downtown Austin

Central Texas Pastel Society

Lone Star Botanical Artists, a Circle of the American Society of Botanical Artists

HCAF, Bee Cabe Arts Foundation

might be in future but for now solo

Tri-State Sculptors

Williamson County Symphony Orchestra

Artists of Artists of Central Texas

WCAG and Visual Arts Club in Sun City

Texas Society of Sculpture and Hutto Arts Today

Central Texas Art Focus

Waterloo Watercolor. Williamson County Art Guild

Williamson county art guild

Austin porcelain artist, sun city visual arts, sun city creative clay and China

Artists of Central Texas, Outside Artists, Kerrville arts, Creative Arts Society Arts

RR center for the arts, WCAG, Capitol Arts Society

wcag

WCAG,GAC, Blanton Museum

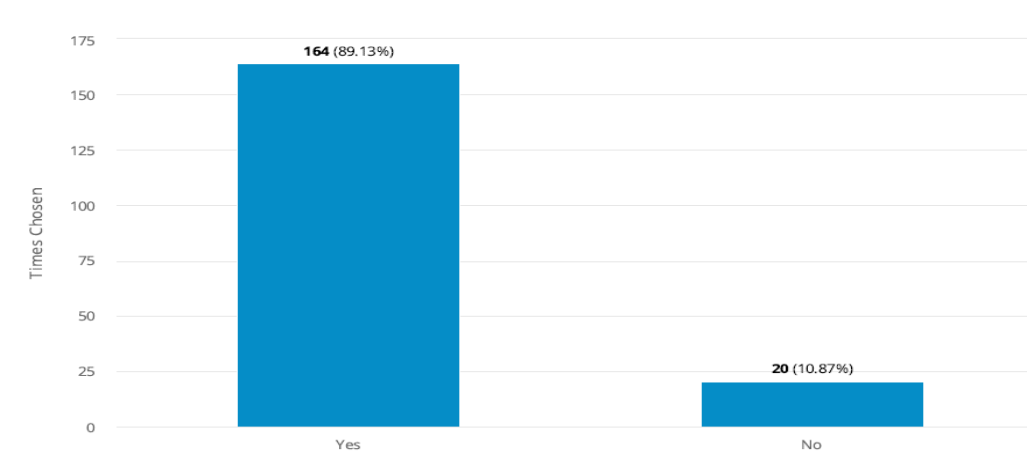
Georgetown arts Center and Williamson County art Guild

The Texas Photography Festival

WCAG

5. Are you currently producing work?

Number of responses: 184



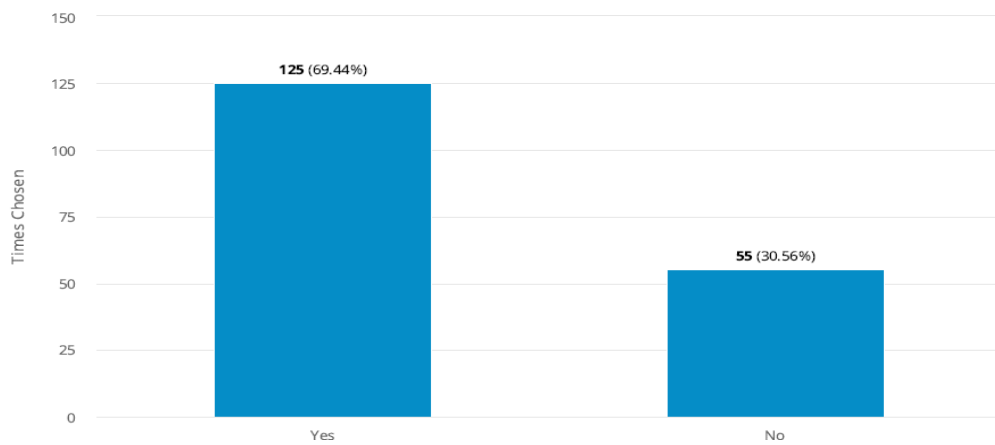
6. How would you describe your creative practice?

Number of responses: 183



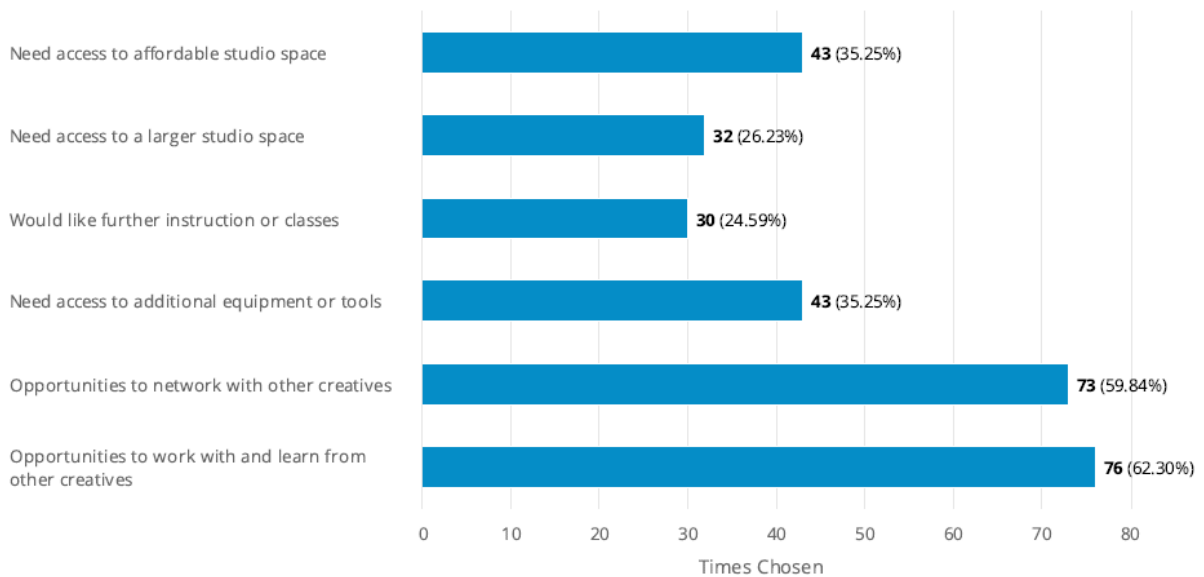
7. a) Is there anything limiting your pursuits in your creative work?

Number of responses: 180



7. b) If yes, please select all that apply:

Number of responses: 122



Comments:

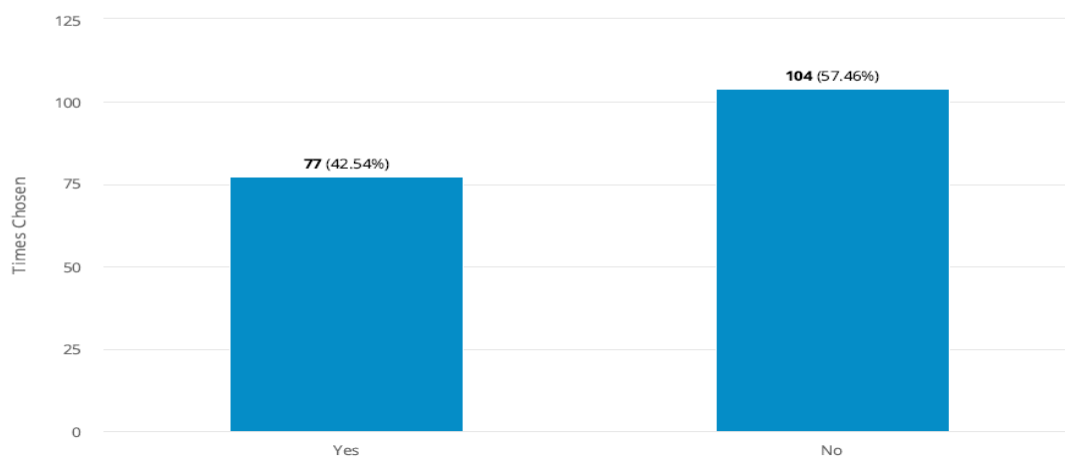
- Specifically printmaking presses and studio space
- Places to sell my work besides art shows.
- Mainly really it's a mental health thing
- I would like to be more ways to give demo for people that may be interested to create in different techniques and open their imagination.
- My age is limiting, was Art Teacher and owned 4 art galleries
- Better publicity without having to pay through the nose

- Interested in creating a studio/showing space with 2-3 other artists. GT needs more professional level galleries in my opinion!
- I would like to hold art classes but cannot find affordable space to hold gatherings
- Need local Contemporary Arts Museum/Gallery for inspiration and sales opportunities
- I predict that larger studio space will rank high.
- I think all of these options above are great and I see that there are opportunities available in the area. What I see as the biggest hurdle for working artists is generating an income vs the costs that we accumulate. With higher living expenses, I'm also seeing an increase in application and hanging fees. Even as my career has advanced significantly, it has felt very horizontal in growth due to this. I would love to see further artist-paid opportunities available such as artist in residencies that have housing covered with stipends, further mural or beautification projects where artists at least have their supplies covered, etc.
- Need additional opportunities to sell my work.
- Support with website design and functionality and display opportunities
- Having just graduated from southwestern, my future as an artist is currently uncertain. That said, I am working to figure out what my next direction will be. My current goal is to get a job in education to pay rent while applying to shows and working on work in my time of.
- Welding or metal casting would expand options. Currently limited to ceramics.
- Opportunities to exhibit with organization nationally and internationally
- "studio" space as in rehearsal and performance halls for orchestra and other large ensembles
- Really for us it would be access to larger performance spaces and/or rehearsal spaces
- Artting costs money
- My own energy level is limiting my productivity!
- Just access to a steady sales channel, so I can afford the costs of what I produce
- I live in the area, but in Travis County. I didn't feel I was from 'out of the area'.
- Full time professional artist, and graphic designer. Previously served on GAC/GAW Board. Very supportive of all things Georgetown art related.
- Affordable accessible gallery space both traditional and digital like art rotating on TV or digital screens for public viewing in public spaces.
- I am also a professional Fine Arts instructor - experienced in teaching community organizations and university classes. I teach life drawing classes.
- Lack of knowledge in how to utilize online selling opportunities
- For me, time is the most limiting factor.
- Limited ceramic studios in the area. I think you would see a vibrant response to ceramics offering
- I am always interested in opportunities to connect with and learn from other artists.

- Would like to be able to share and teach. Especially with serious high school students.
- To learn more effective strategies for the commercial side of a fine art practice.
- Space to show local art!
- Time & money is what limits me.
- Not particularly relevant, but my work is at a different price point and more niche modern. I wish Austin had more to read art pairs for independently represented artist that aren't a part of their studio tours opportunities to share work and increase visibility
- Need performance hall of 1,500 capacity
- Need more gallery spaces
- There is a total lack of gallery space in Georgetown. By my count there are only four.
- More exhibit space needed
- Grants and Sponsorships
- I like crest but selling or entering requests for art
- Time is also an issue, but I don't think you can help with that
- Opportunities for showing at a gallery in Georgetown. Not exactly sure if only members can submit or only residents...this information should be more clear and more encouraging because I was under the impression that it is limited to a select group who are members and/or take classes.
- China painting is becoming a lost art. Need galleries willing to show this art venue. Out source outside of Georgetown and Suncity.
- Time constraints

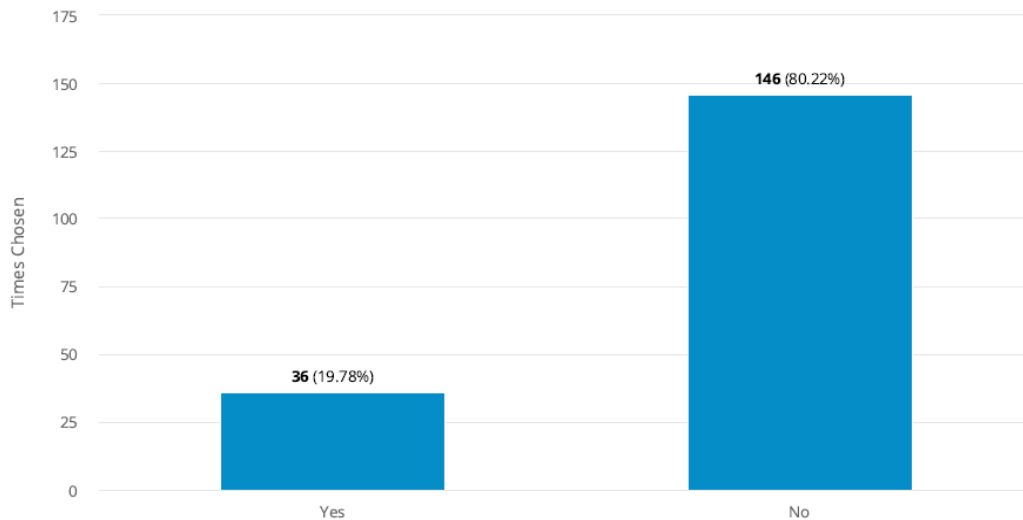
8. Would you be interested in live drawing classes with a model?

Number of responses: 181



9. a) Have you ever used a Makerspace or similar facility (e.g. a fab lab, innovation lab or community workshop) before?

Number of responses: 182



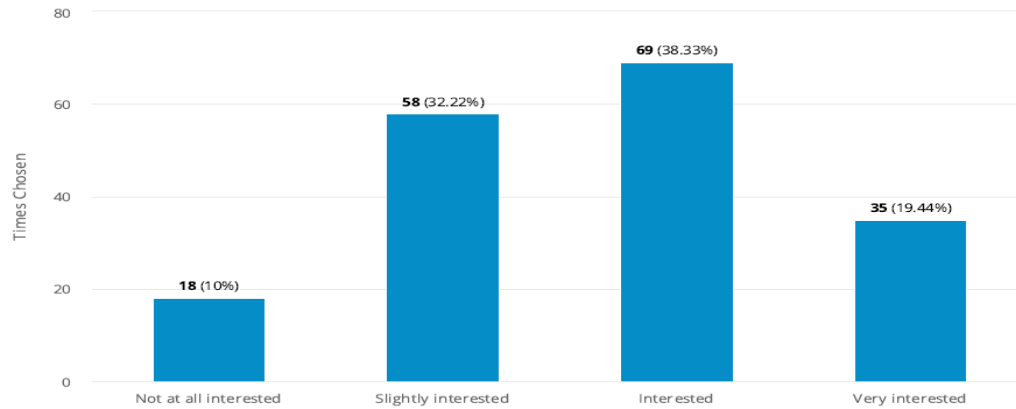
9. b) If yes, where?

- The Bubbler in Madison, Wisconsin and at UT Austin
- School
- Sallas
- Georgetown Art Center classes
- Long time ago when one was available in La Frontera
- Austin, TX
- Make South Bend - South Bend, In
- Virginia, Indianapolis
- Houston Center for Contemporary Craft and Arrowmont open studio
- Citadel (SJ CA)
- Tippit
- Art Dept Temple, TX
- Penn State University
- Chicago Avenue Fire Arts Center in Minneapolis MN.
- Austin
- St Paul MN
- Southwestern University Alma Thomas Fine Arts Centre
- Dallas 500X
- The Crucible in Oakland CA
- Tech Shop in Round Rock
- In Houston, several locations in Massachusetts, Austin, and Georgetown
- TechShop all over the globe!

- Painters is a group of artists that paint together every week
- Dougherty Arts Center in Austin
- Texas state university
- My job
- TechShop
- A wood laser cutting studio in Austin
- Sun City
- Cumberland Road Art Studio in Hutto
- Techshop, Round Rock
- Big Media
- Georgetown, Mississippi Art Colony
- Georgetown
- Eddie Adams Workshop

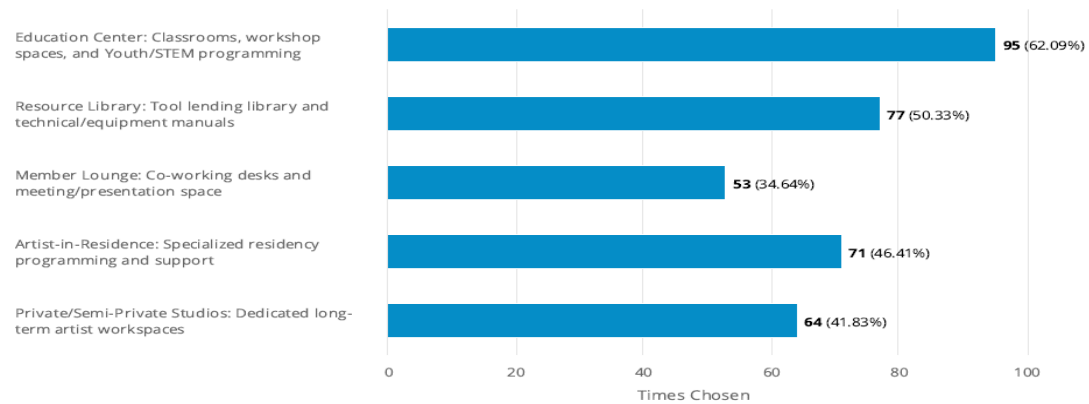
10. a) How interested are you in a publicly accessible Makerspace in Georgetown?

Number of responses: 180



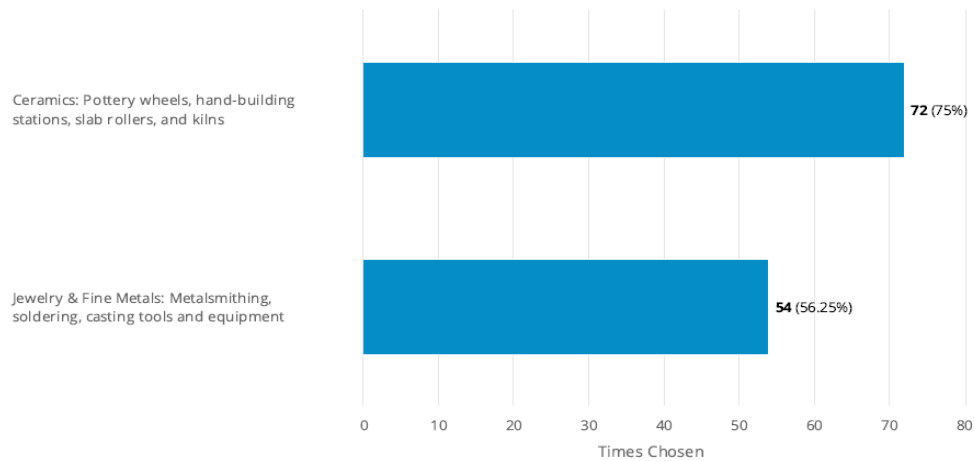
10. IF INTERESTED - b) what COMMUNITY COMMONS areas / activities would you want to explore or use?

Number of responses: 153



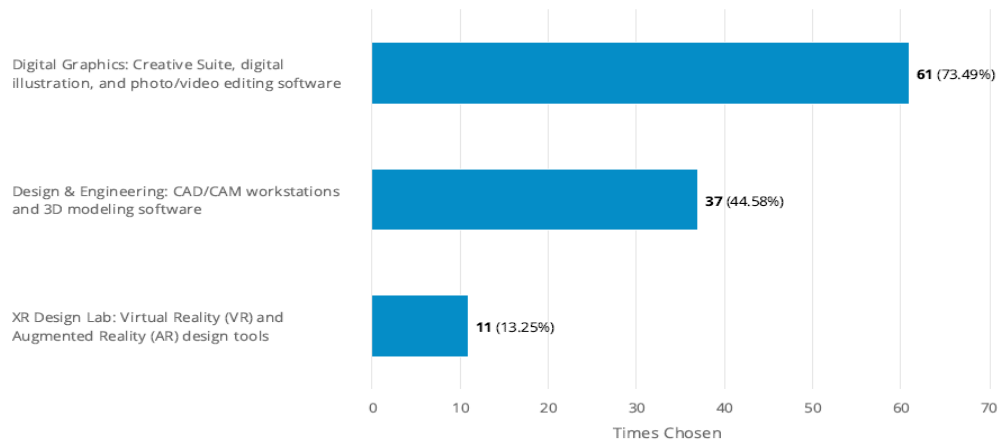
10. IF INTERESTED - c) What CRAFT areas / activities would you want to explore or use?

Number of responses: 96



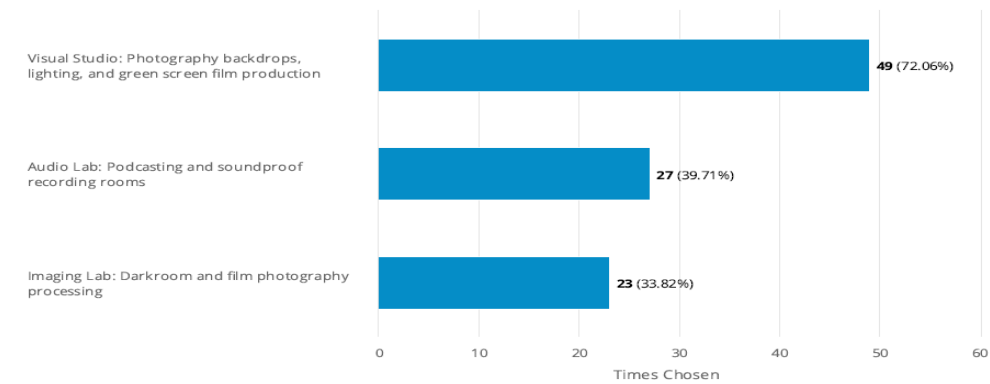
10. IF INTERESTED - d) What DESIGN areas / activities would you want to explore or use?

Number of responses: 83



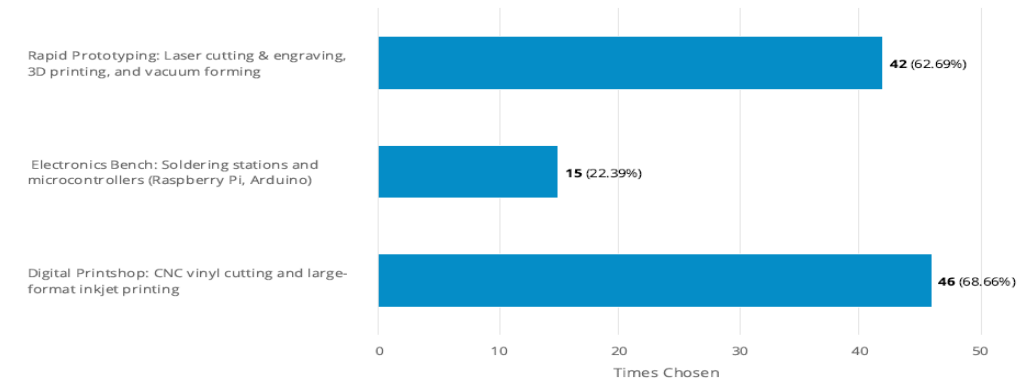
10. IF INTERESTED - e) What MULTIMEDIA areas / activities would you want to explore or use?

Number of responses: 68



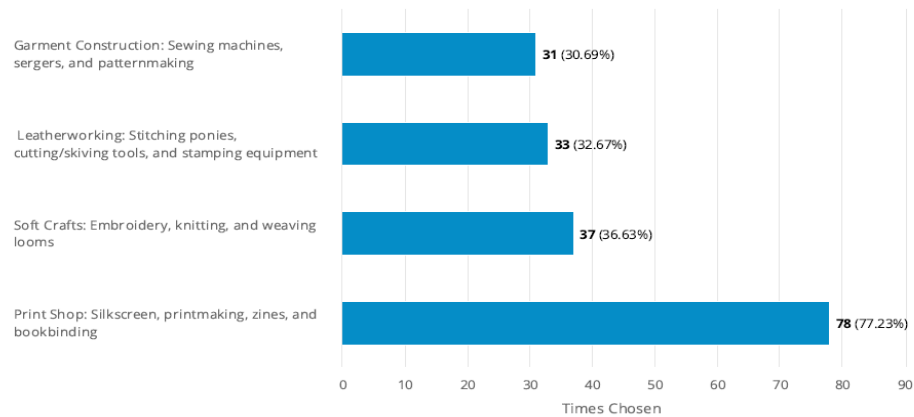
10. IF INTERESTED - f) What PROTOTYPING AND ELECTRONICS areas / activities would you want to explore or use?

Number of responses: 67



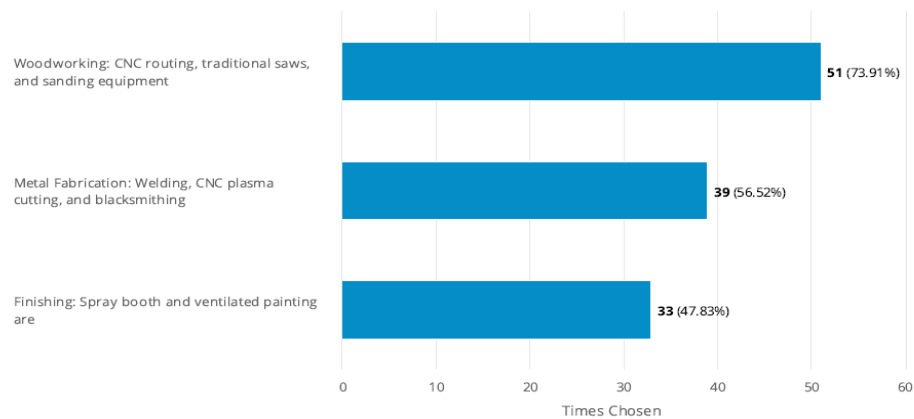
10. IF INTERESTED - g) What TEXTILES AND FIBER ARTS areas / activities would you want to explore or use?

Number of responses: 101



10. IF INTERESTED - h) What WOOD & METAL SHOP areas / activities would you want to explore or use?

Number of responses: 69



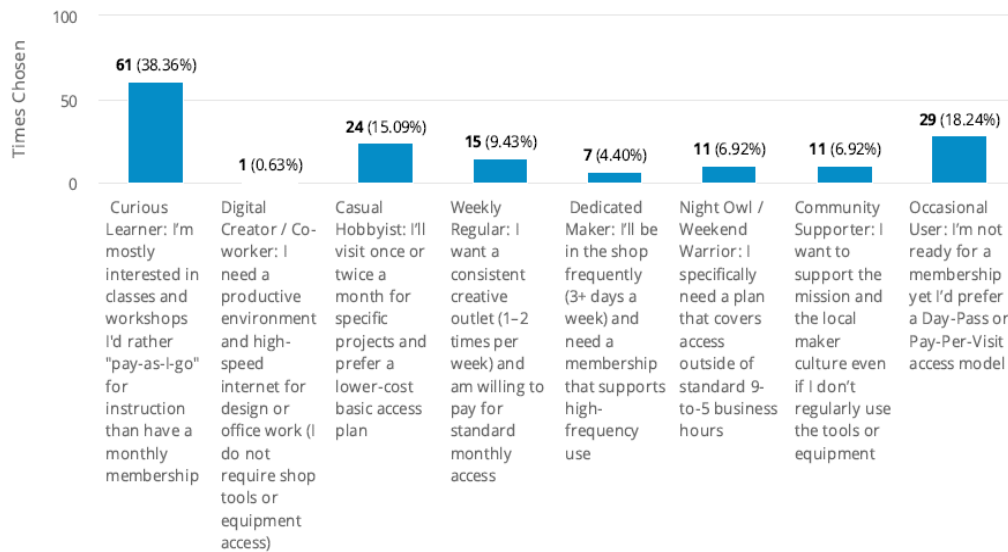
11. Is there any specific equipment, emergent technology or specialized tooling not listed above that you would like to see in the space?

- Keeping up with computer marketing
- Tools for canvas stretching and making
- Upholstery to go with wood working or sewing.
- Dying area for textiles access to utility sinks etc. and vacuum table for photo transfer to silkscreens
- Mat cutting, framing, professional scanning of artwork
- Metal casting
- Kiln, welding space
- 3D projection mapping

- Milling machine and/or lathe
- Drafting table
- As a sculptor of steel looking to create larger works suitable as public art: gantry cranes, power hammers,
- Metal sheet rollers...
- Metal bending, polishing tools
- CNC
- Printing and framing photography. Printing on canvas and other media types
- Metal shaping tools and patinas
- Would love to see spaces equipped and large enough to work on automotive projects as well, including lifts, air & other automotive specialized tools, etc.
- Sand blasting, kilns and steamers for bending and drying wood, water jet cutters, edm, simple injection molding, resin work, powder coating, vacuum forming, metal lathe, metal cutting band saw
- AI as a design tool?
- Art rotating on TV or digital screens for public viewing in public spaces.
- Projectors for large project transfers
- ceramic throwing wheels, drying cabinets, kilns, etc for ceramic production
- I am unfamiliar with Makerspace and need more info. Interested in the fine arts. Possibly framing art.
- Mosaic, glass and ceramic
- Risograph
- Eco Printing!
- 3d scanner, Vacuum chambers and pressure pots for mold making and casting
- Large printers
- Cobblers shop
- I once had access to a community space with die cut / circuit machines and cardstock that was very popular and appreciated/used by teachers. That could be a positive addition.
- China painting teachers, kilns,
- AI for creative photography

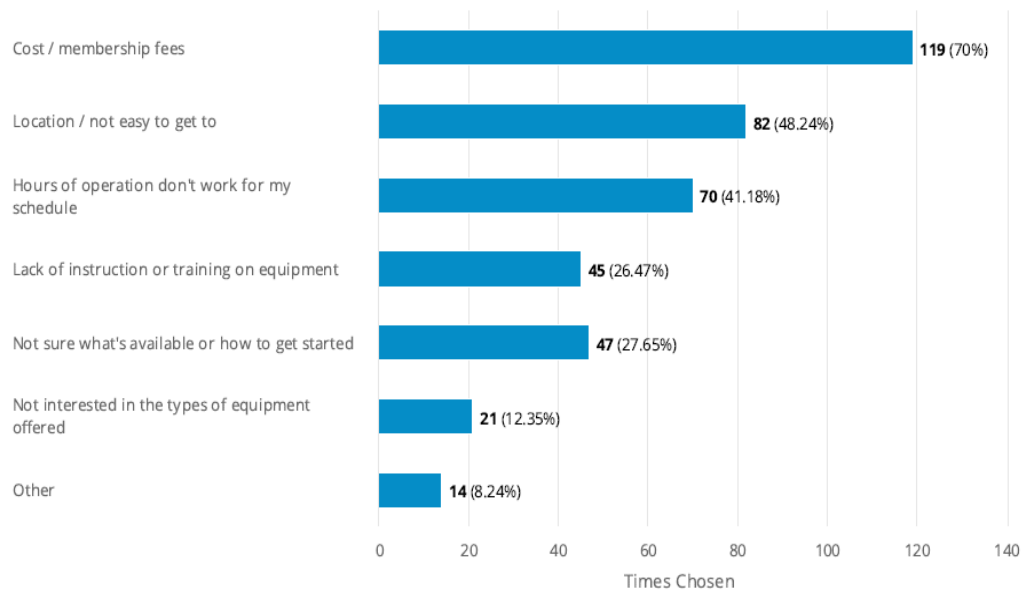
12. How do you envision participating in the Makerspace community? (Our goal is to create a sustainable model with various access / pricing tiers. Please select the option that best describes how you see yourself using the space)

Number of responses: 159



13. What would prevent you from using a public makerspace?

Number of responses: 170

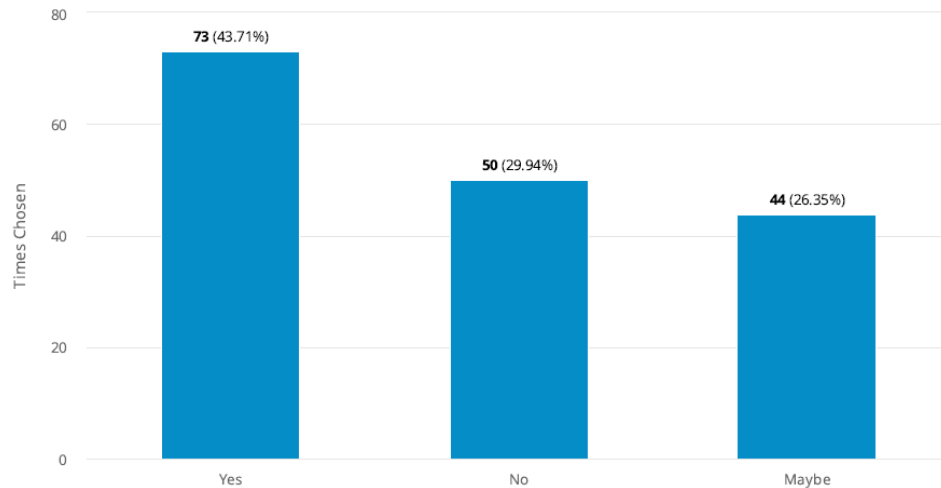


"Other" text answers:

- If the community vibe wasn't inspiring - personality
- Space allocation
- Mostly interested in a private or shared studio
- I have a very good facility accessible to me. My annual dues cover my expenses.
- Discomfort in crowds
- Low capacity or overuse of equipment (unable to schedule usage when needed or unreasonable restrictions on duration of use)
- I have a studio in my home, but I would like to connect with other artists.
- I live about 30 min away. I need something w/in about 15 min for 'studio' space or regular work. I may be interested in sharing a space.
- It's for a side project, so my full time art practice may not allow time. Too busy making artwork
- Rehearsals and Concerts are in the late evening
- An air of exclusivity. I have been looked-down-upon by local (most established) artists for being younger and less-connected.
- Opportunities to show and/or sell the artwork created. Providing places and ways to create is great but you must also provide "affordable" opportunities to show and sell. The booth fees are way too high for artists to set-up and then not even bring in enough to cover booth fees. You are pricing to make a profit for the City but not pricing for artist to have an opportunity to be able to make a profit.

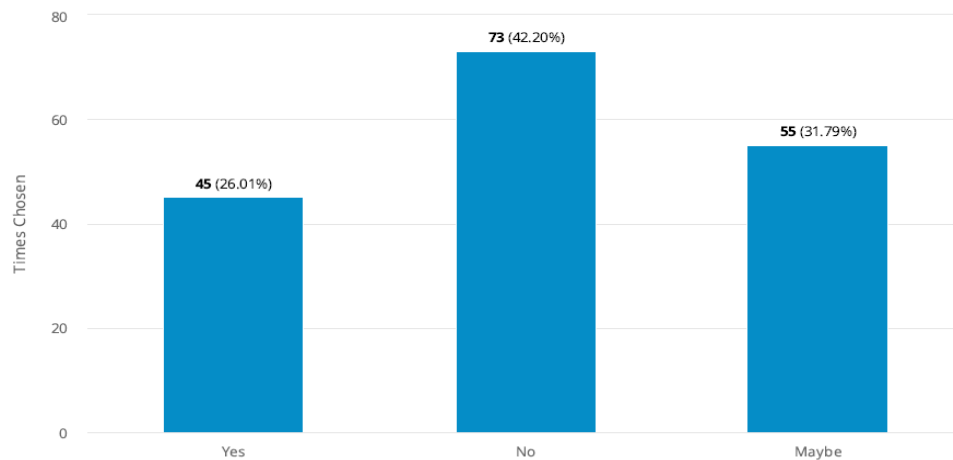
14. a) Would you be interested in attending hands-on making or fabrication classes (e.g. 3D printing, laser cutting, sewing, electronics?)

Number of responses: 167



14. b) Would you be interested in teaching or leading workshops at a Georgetown Makerspace?

Number of responses: 173



14. c) If yes, what would you be willing to teach?

- Introductory relief printmaking
- Figure drawing
- Felting, weaving, spinning yarn, and maybe abstract fibers creation.
- Clay Sculpture
- Drawing or Painting
- Acrylic PaintingBeginning to advanced

- Acrylics, collage, furniture upcycling,
- Abstract painting
- candle making - canvas stretching- gestural abstract maximalism painting-
- Painting
- I am a fine artist / painter - mostly in acrylic gouache. My background is in figure drawing (20+ years),
- watercolors, oils, murals / theater sets, photography, and some wood working.
- Fiber Art, Collage and Quilting classes
- Visual arts, drawing, painting
- Watercolor
- Metal smithing in copper, KeumBoo on Argentium
- Visual Arts with multi-media abstract mark making
- Jewelry making
- digital audio production and live sound
- Intro CAD and 3D Printing
- Oil painting, landscapes or still lifes would be fun

14. c) If yes, what would you be willing to teach?

- AutoCad and/or revit
- Sewing and garment construction
- Intro to metal smithing
- Calligraphic Art
- Ceramics
- Urban sketching
- I have done many studies of architecture and landscapes in Europe. I think I could run a decent drawing from
- life class, and how drawing from life can build a creative repertoire. Gestural drawing is another skill I think
- could be widely appreciated by a diverse audience.
- Fiber art
- Oil and cold wax, color theory workshop
- TBD based on what's needed, how it aligns with my skills, and if there's anyone more qualified
- Hardedge painting technique
- It would be cool if our small musical ensembles could put on small gigs or performances in a space like this.

- 3d design and printing (fdm and sls), cnc metal work, routing and engraving, arduino programming, gcode,
- photography, screen printing
- Watercolor
- Photography
- Photography
- Ceramics and fiber arts
- Drawing, Figure drawing, Portraiture, Oil Painting, Acrylic painting
- Principles of oil painting
- Mosaics
- Beginner Mosaic
- Fused glass and metal
- Mentor less experienced artists
- Pastels
- Mosaics - Glass, ceramic, beads, metal
- Painting, mixed media, graphic design
-

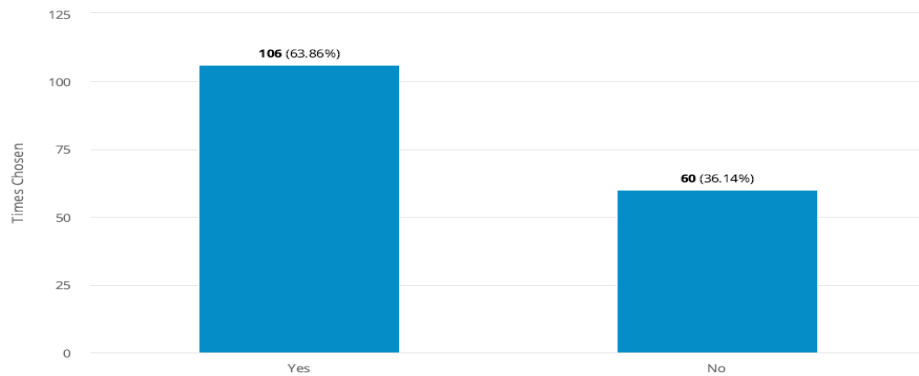
14. c) If yes, what would you be willing to teach?

- I'm vice chair of Texas Cartoonists - National Cartoonists Society Lone Star Chapter and a founding member
- of Fun Art Collective
- Drawing, Painting, Illustration
- Watercolor, Hand Lettering, Graphic Design
- Junk journaling, stitchery
- Jewelry, drawing, live model drawings. Experimental mark- making.
- Different drawing media and painting - I provide models and still life.
- Fine Art (acrylics)
- Whatever you'd like!
- Multi-media painting
- Public Art Project Management, Painting resources, Creative an Art Studio and how to manage it,
- Contemporary Realism Painting
- simple printmaking - block or linocut, maybe oil painting
- Pastels. Abstract art.
- Watercolor paintings
- Garment sewing. How to use a sewing machine

- Printmaking
- Creative Writing
- AutoCAD / Drafting, SketchUp Modeling
- Graphic design foundations, digital illustration
- Pastels , portraits
- Photography
- Nature Journaling
- epoxy resin pouring
- Painting & drawing: From Life, From imagination, Master Copies
- Sculpting, 3d scanning
- Zbrush 3D sculpting software, 3D resin printing, moldmaking, jewelry casting using a centrifugal casting
- machine, lost wax bronze casting.
- Content Creation
- China painting
- Painting, drawing
- drawing , Figure drawing, portrait painting and drawing
- iPhone photography

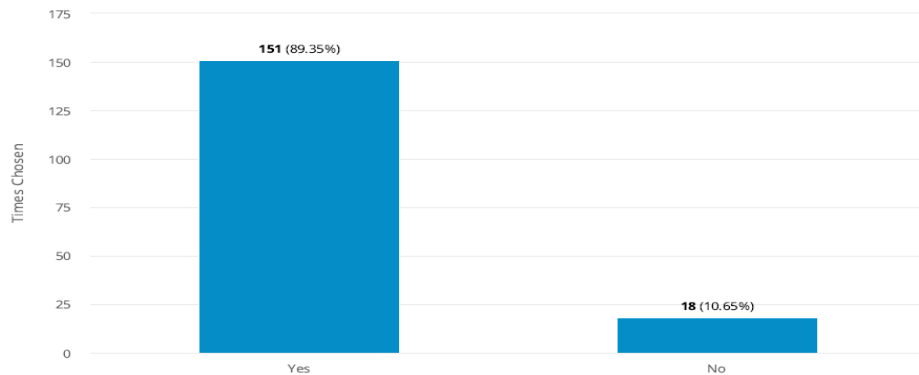
15. Would you be interested in producing your creative work in a studio or art incubator space with public viewing where you can demonstrate your craft and sell your work?

Number of responses: 166



16. Do you think a makerspace, studio or arts incubator space should also provide space to exhibit and sell what you make?

Number of responses: 169



Are there any other comments you would like to add?

- A space like this would be amazing! I would love to see it come to life!
- I think this sounds like a great idea for the general community, for the arts and culture, for local artists, and for young people in the area.
- I do believe that need to be done more for ART, in such a growing place like Georgetown. Thank you.
- There are many creative artists in Georgetown but not enough marketing strategies to make their work known equally with Hought bleeding them financially
- This is an important step forward. Realistically, "Williamson County" still brings to mind a repressive, backwards attitude. While it has grown over the years, there is still some residual baggage there. Additional support of the arts would go a long way in helping shed that old stigma

- Building the culture of the space is just as important as the tools and disciplines
- I wish there were more galleries in the area and I would like the level of artistry to rise to a professional level, i.e. Santa Fe
- Limit use and exhibitions (and participation) to "locals" and "members"
- Could be a dedicated maker depending on space , equipment, location etc.
- Great survey, good questions
- Thankful for the thoughtfulness of the staff & the questions. For clarity, I'm mostly interested in space to continue painting canvas collections on a regular, full time basis. Here's more about me if helpful: artforhealingofficial.com
- Excellent ideas, possible points of collaboration with current SU offerings
- I think that a partnership with Southwestern University would offer great beneficial opportunities to the city and the school.
- Kudos to the city of Georgetown for supporting the Arts and considering additional ways to support artistic activities.
- I would like classes and mentorship on how to sell my art.
- Pleased to see the exploration for the expansion of artist facilities in Georgetown.
- I would be curious if the art centre has connections to events such as the Christmas stroll or poppy fest, and how I, as a recent local graduate could get involved with such events.
- Thank you for considering a makers space.
- Unsure about teaching a class. I am a retired art teacher and I currently teach adults over 55.
- This survey seems to be heavily slanted towards a Makerspace which is very cool but there are tremendous needs in other areas for the performing arts and for organizations that are too small to own or rent their own office & meeting spaces.
- Seems like you have already decided on "makerspace" so why imply there's another option? I need a place for quiet focus. None of these options seem to address that. I am more interested in publicly accessible display and sales spaces for independent artists and crafters. I would rather pay the city for that kind of space than a noisy workspace with programs and classes that interrupt and impede my workflow
- I am not local. I think it is a great idea to build your community with a maker space.
- I believe your Makerspace concept, however it comes to pass, will be a great asset for your community. My distance from Georgetown is all that prevents my active interest.
- My art practice would not particularly benefit from a one-size-fits-all, multiuser, multi-purpose facility.
- THANK YOU for this very thoughtful and complete survey!!! So great to see and be part of what Georgetown is envisioning!

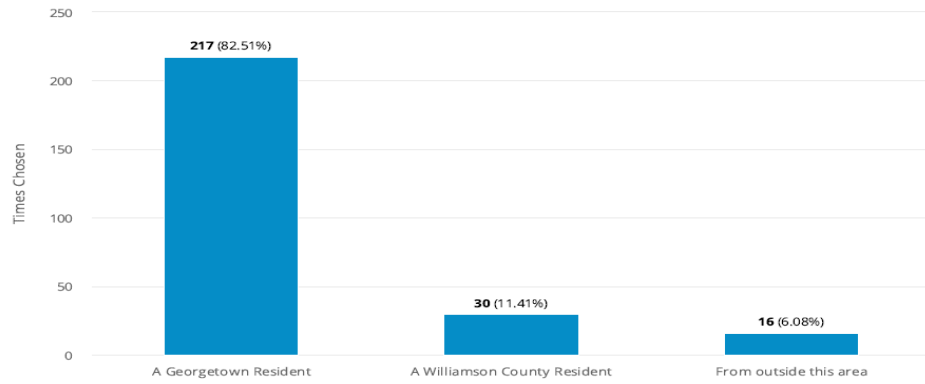
- This sounds really great, and I am very impressed GT is pursuing this initiative
- Kevin Middleton FunGraphix.com
- This all sounds really cool. I'm excited to see what comes of this survey. Please just remember that a lot of
- Artists don't have funding, so many might not be able to pay into a high cost membership. It would be cool to do a short residence with those who don't the income to rent a space.
- Thank you for looking into this!
- Love what you guys do and appreciate an opportunity to share ideas!
- Great ideas! We need more art support
- This looks very interesting. I assume that the facility would have insurance for artists to work and possibly store work for sales.
- I think this is a fantastic idea and would be a great resource to Georgetown Creatives!
- I love the idea of having more artist workspaces in Georgetown that can provide lessons as well as a place for artists to meet and network. I'm excited at the idea of having more involvement with Georgetown Arts and Culture overall!
- I don't know enough about makerspace to answer Question 16. If this is a high tech only business model, than the answer is no. If this is a space to foster and grow the creative arts in general, both high tech and old school techniques, the answer is yes.
- I can teach sewing, but I would like to take an oil portrait painting course.
- All great ideas to support a creative life.
- I have a home studio, but would like to watch other artists create and learn
- I'm excited for the opportunities a space like this will bring to the community!
- There is a need for a gallery for local artists to show their work . There are a lot of really fine artists in this area that are passed over for “big names” . Not sure how this could work but gallery space that is available is so limited locally. The Georgetown library does a good job but is overwhelmed by the demand for their space!
- Enjoyed this survey
- I love the idea of makerspace!
- Love the idea!!
- Georgetown needs an art museum. The old council chambers building was the most ideal place for an art
- museum, which many artists endorsed and worked toward, including myself. It was an opportunity to bring
- Georgetown's standing as an arts destination to the forefront, but a lack of vision prevented that from
- happening. Sorry to be so blunt.

- Thank you for the opportunity to share my opinion.
- Please recognize that not all artists are comfortable being put on display while creating...for some artist the distraction restricts the creativity. Your approach is simply saying to artists we want to demo or market your abilities if it will benefit for us to market our facility. If you are trying to help artists focus on truly providing an outlet for creating and showing/selling. I know an excellent artist that does his work at his space but he's so frustrated with painting and not having opportunities to show/sell his art pieces. So since he does not have opportunities for those outlets, he feels that he needs to stop painting. Older people need opportunity to show their work just as much as young people...don't just write them off. Having the outlet of creating art gives them hope and joy...not having opportunity to show/sell gives them the feeling of "why bother".
- Please give consideration from that perspective too.
- Need marketing and PR promotions for sales
- It would be nice to see more signage in front for visitors to see and be welcomed into the center. It's difficult to know there's an art center there. I noticed at the Poppy fest that there was no sign out and no one going in to see the art.
- It would be wonderful to have some of these new facilities and activities available in Georgetown!

Appendix B - Community Survey

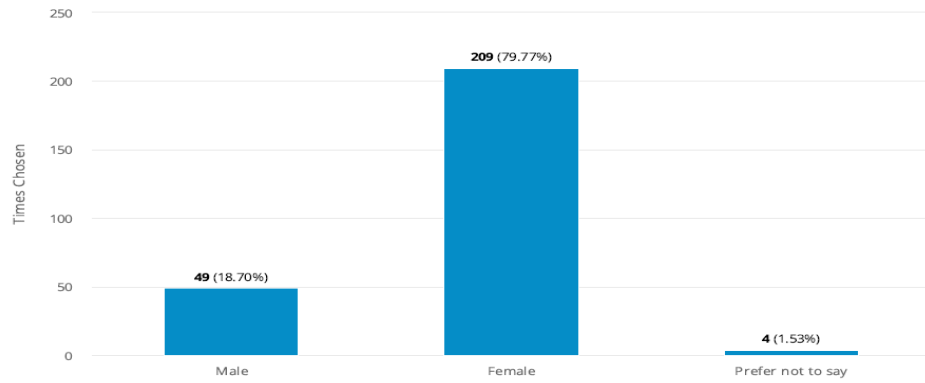
Are you:

Number of responses: 263



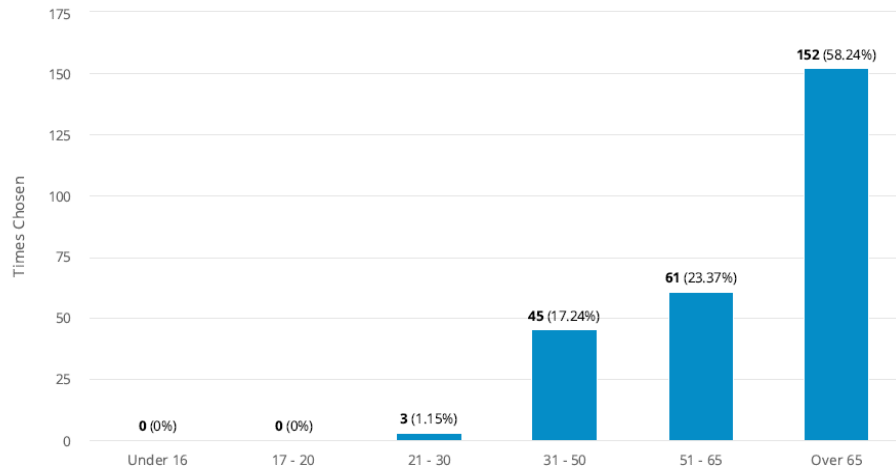
Gender:

Number of responses: 262



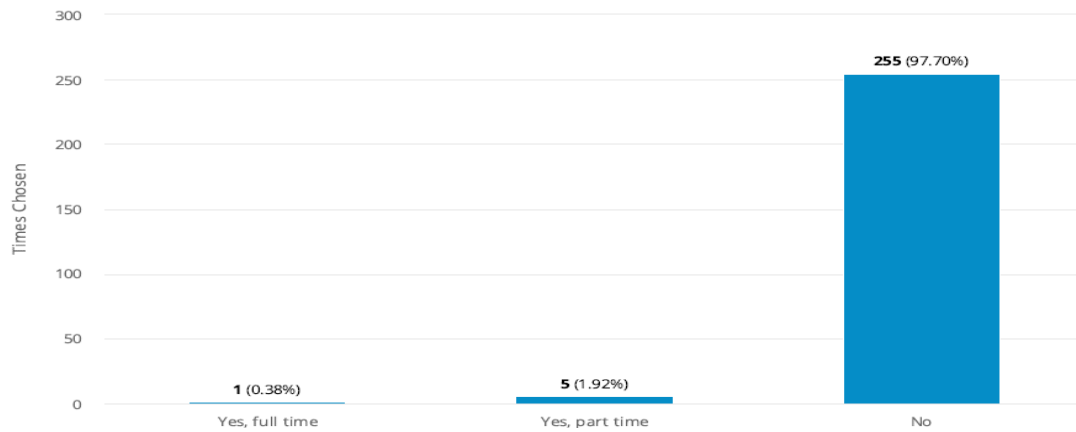
What is your age?

Number of responses: 261



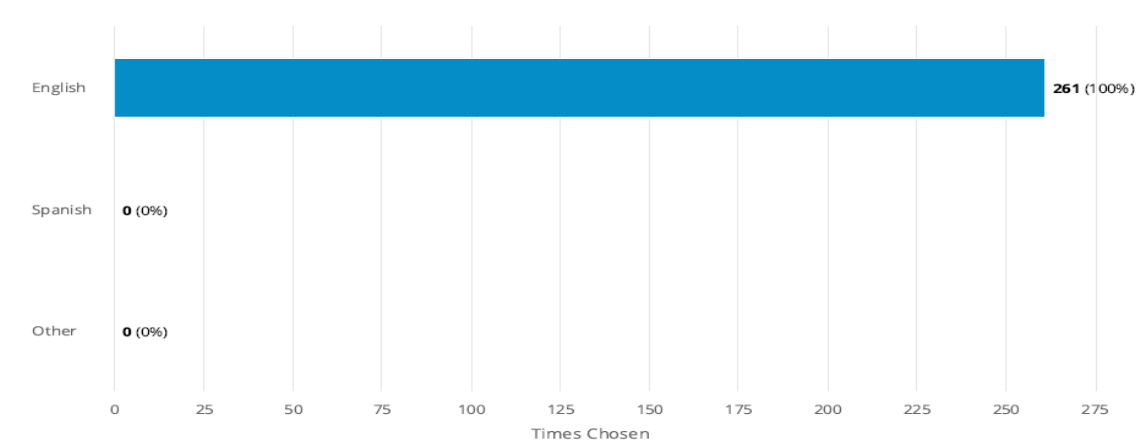
Are you currently a student?

Number of responses: 261



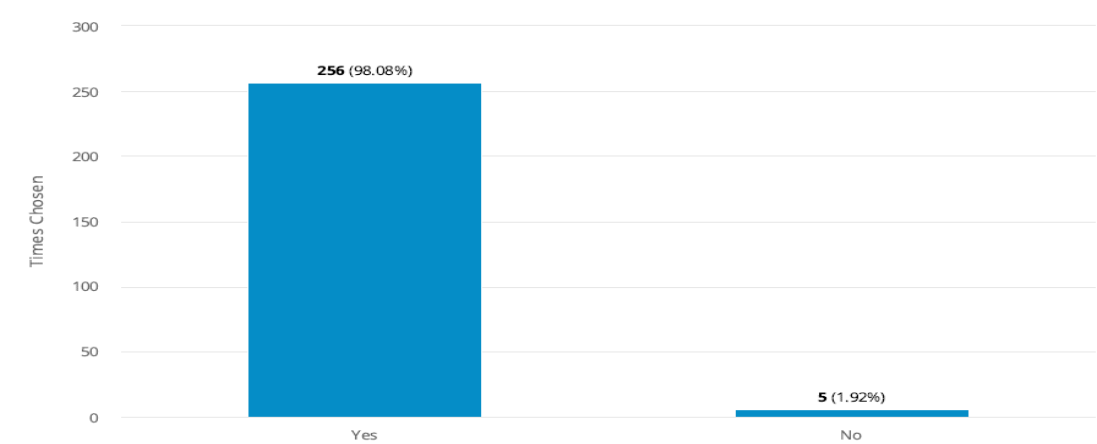
Primary Language Spoken

Number of responses: 261



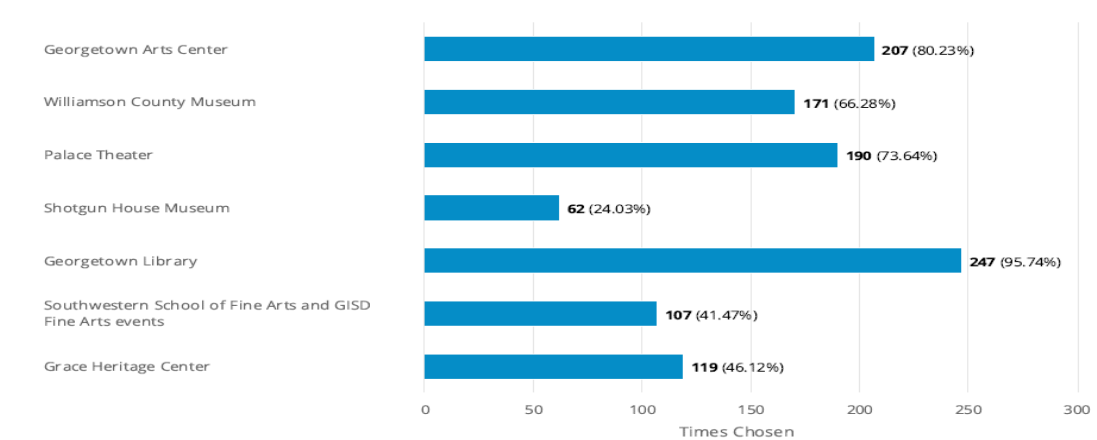
1. a) Do you enjoy attending arts and cultural events and activities?

Number of responses: 261



2. a) Have you visited any of the following cultural facilities in Georgetown?

Number of responses: 258



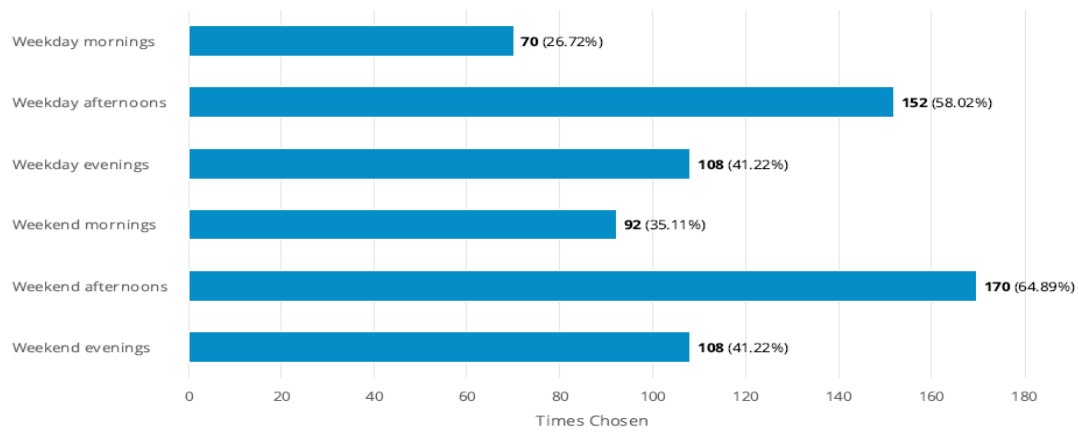
2. b) Are there other arts and culture centers or facilities you like to visit?

- Southwestern University
- Library & Art Center
- Bullock Museum. Traveling Exhibits.
- The Bullock Museum, The Blanton. Most art galleries and museums, art festivals.
- Those in Austin
- I love the different the murals on buildings and on utility boxes
- Up in the metroplex
- Sculptures around the city.
- Several in Austin proper
- Wilco Art Guild
- Sun City art venues
- Art galleries, Art Museums in other cities
- Yes, all over the nation.
- City hall, outdoor statues around the square
- Court Houses
- Museums in Austin
- The downtown walking tours are nice.
- Philharmonic Orchestra at the Klett performance auditorium
- Any arts studios or shops in town
- Strolling street art
- The Klett
- Airport
- WCAG
- Street festivals, art walks, crafts fairs
- I enjoy the outdoor art around Georgetown
- BACA Center
- The music on the square, open air art/sculptures, anything
- Williamson County Art Guild, The Vera Gallery
- Blanton
- Some art galleries
- Theaters in Austin
- I like the interactive exhibits that come through Austin
- Art Guild
- Yes Williamson County Art Guild
- Klett Performance Hall in High School
- Wilco Art Center on Rock St
- Blanton, Bass Theatre, The Contemporary/Laguna Gloria, Canopy (Big Medium now defunct),
- Williamson County Art Guild
- Yes in Sun City ... Williamson co. art exhibits
- Multiple galleries around Georgetown
- Williamson County Art Guild

- Klett for Central Texas Philharmonic concerts
- All of the above
- New to area.
- Round Rock Art center
- None I can think of in Georgetown
- Any I can make time for but I also enjoy art strolls and markets day that feature local makers/artists -live
- Music is also high on our list.
- Round Rock Library and Arts Center
- Lady Bird Park / Gardens
- I go to Austin for others
- The galleries, the theatres, the historical places, festivals. live music!
- Long Center, UT
- I love history walks
- Gallery off the Square
- Williamson County Arts Guild
- Bass Concert Hall and various museums in Austin
- Local galleries
- Rock Street Gallery, Framers Gallery
- Wilco Art Guild
- Antique shops, flea market type events/sales, pop-up yoga or art/photo classes (one near the nature trail would be great, and pop-up artist features
- First Baptist, Other Baptist Church, Klett PAC, Outdoor Parks
- Yes, I enjoy attending events put on by Georgetown ISD!
- Blanton museum of art
- Galleries/studios such as Canopy and ArtHub

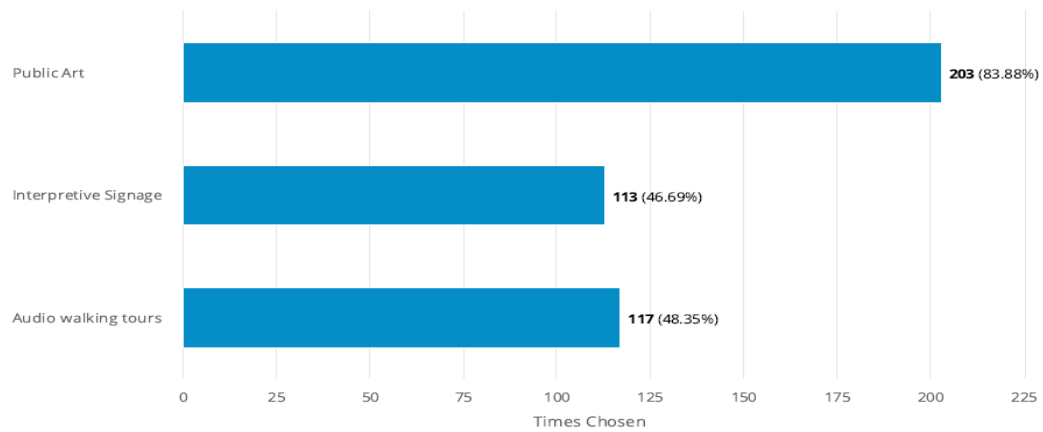
3. What time of day would you be most likely to attend arts or maker programming?

Number of responses: 262



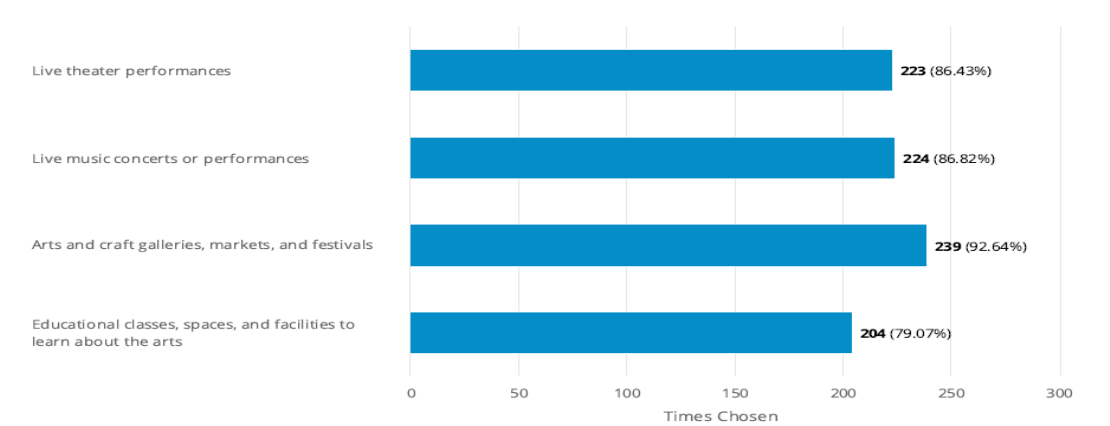
4. Should we expand opportunities to showcase Georgetown's history and cultural heritage through any of the following?

Number of responses: 242



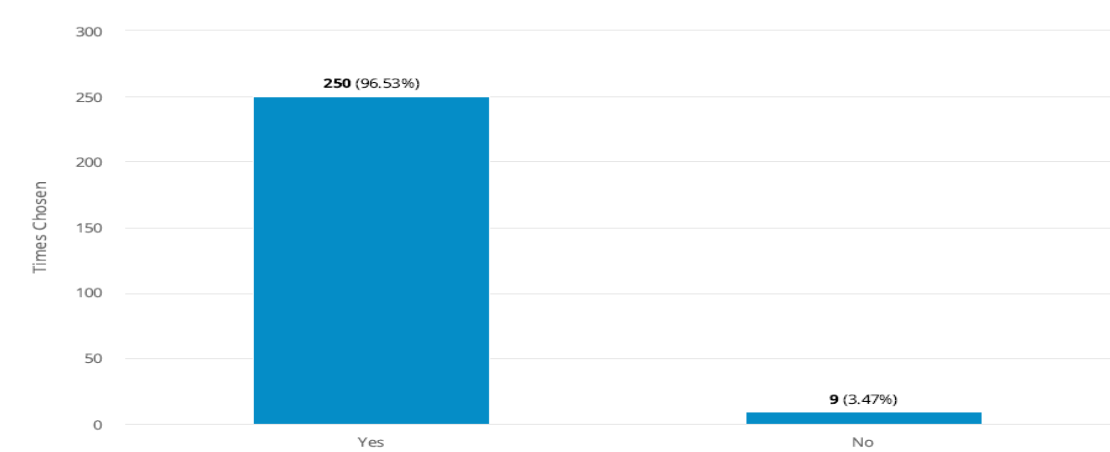
5. Is it important to have the following events and activities in Georgetown?

Number of responses: 258



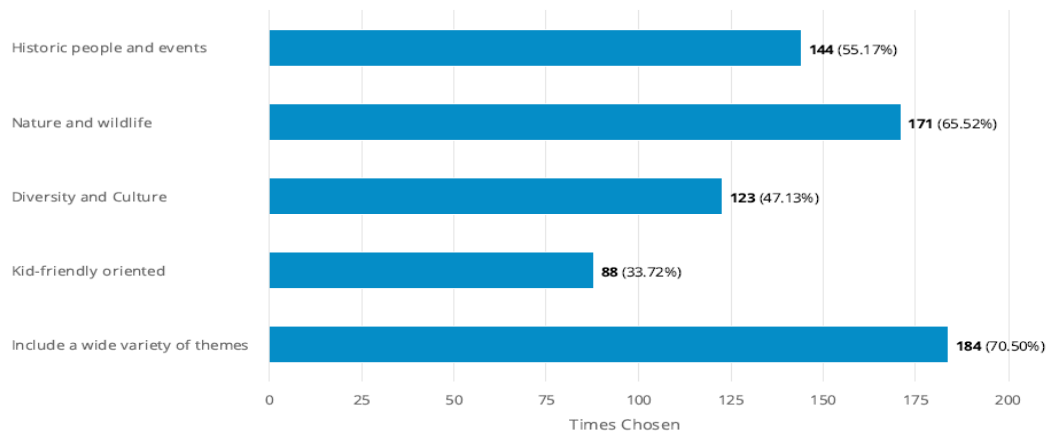
6. Do you enjoy the public art in Georgetown?

Number of responses: 259



7. What themes do you want to see represented in the City's public art?

Number of responses: 261



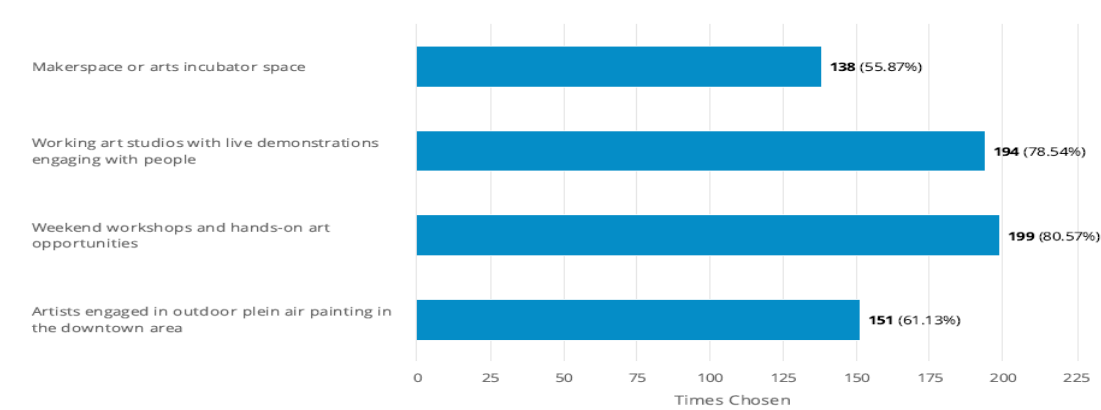
8. Please rank the following locations where you would like to see public art in Georgetown: (1 = most preferred, 5 = least preferred)

Number of responses: 254

Rank	Choice	Distribution	Score	Times Ranked
1.	Downtown		1000	241
2.	Along major streets		689	234
3.	In public buildings		650	239
4.	In parks		640	231
5.	Along trails		434	228
		Lowest Highest		

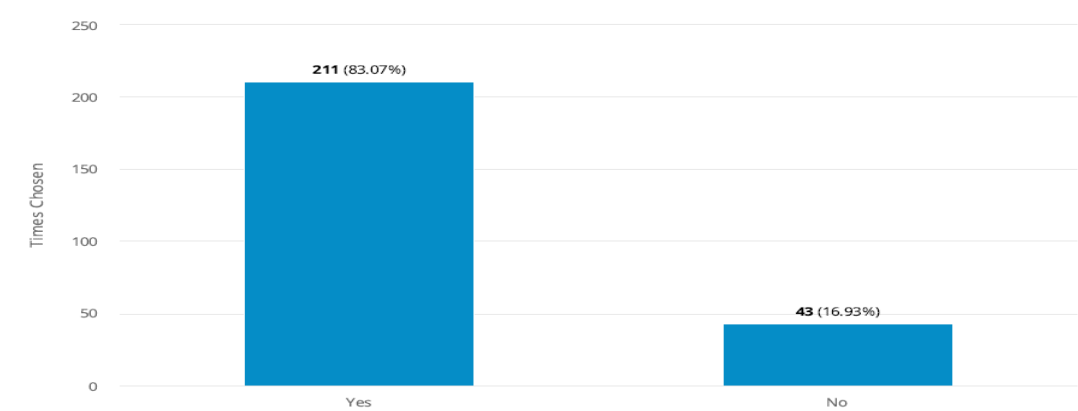
9. Should Georgetown offer any of the following arts and culture events and activities:

Number of responses: 247



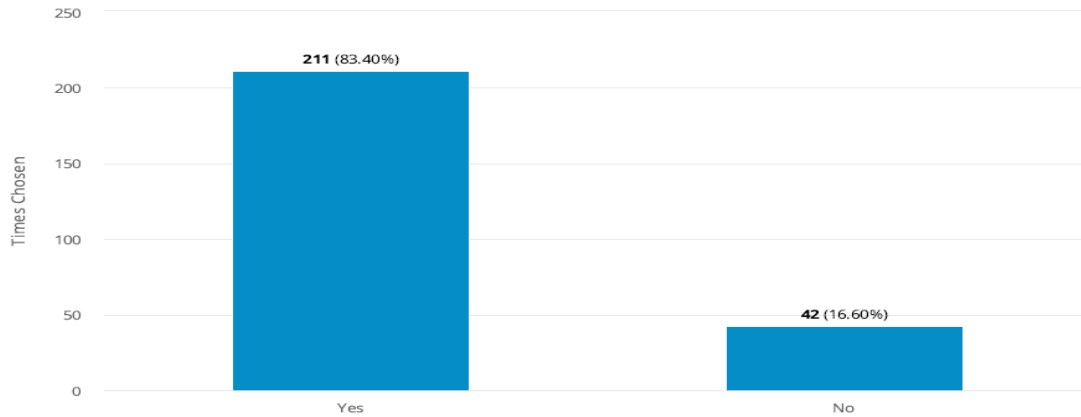
10. Should Georgetown encourage and provide incentives to attract more artist studios, galleries and creative businesses in the downtown area?

Number of responses: 254



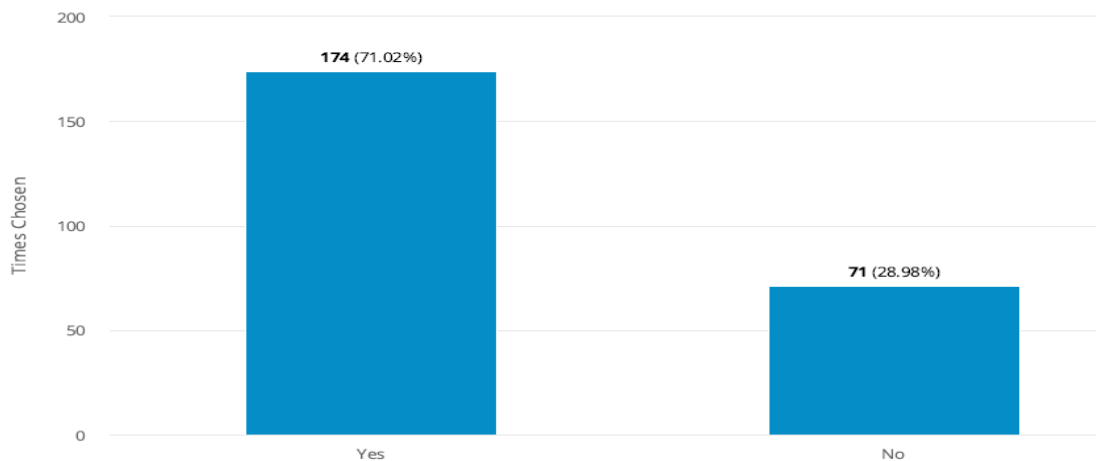
11. Should Georgetown introduce more studio tours and arts circuit trails to attract new artists and creative entrepreneurs and enhance the city's reputation as an arts destination?

Number of responses: 253



12. Does Georgetown need a performance venue?

Number of responses: 245



Are there any other comments you would like to add?

- I'd love to see more living and interactive art like interactive dance performances utilizing props/streamers where the crowd is able to join in.
- I wish many of the "yes/no" questions on here had varied options instead. I could not say "no" on most of them, but would have liked a "neutral" or "somewhat agree" option.
- SW University has some excellent performances - probably more promotion when they are occurring
- Keep maintaining current efforts and always expanding. Art is the heartbeat of any city. Georgetown does great job!
- Opportunity for non-professionals to learn and grow
- More art in parks and on trails please, seems all crowded into downtown
- This is NOT the city government's job. If people want art, let them fund it privately. Focus on our streets, bridges (HAH HAH!), traffic, water, and safety. Keep our cost of living low. And get out of our way.

- When these events are scheduled, it's really helpful if you provide suggestions on parking locations. thank you for all you do!
- I'm not sure that we need a new performance venue, but I'm grateful for the ones we have and don't want to lose any of them.
- For a city of 100,000, there would be huge benefits to a Fine Arts Complex with large capacity and small capacity theatres that could be used for music concerts of all types, musical theatre and theatre performances. Perhaps located where the current jail is? Since the jail is moving to Inner Loop
- My property taxes are already too high.
- We seem to already have several performance venues
- Start artist in residence. Bring back outdoor art fairs in the park.
- Please find ways to support local artist and help them connect to audiences
- More classes
- Stop turning Georgetown into Austin. Georgetown is a classy town filled with well-educated people and families, not bar scenes, crime and graffiti on everything and you call it murals. I pay high property taxes and you're wasting it on murals?! Reduce our taxes. Keep Georgetown clean, beautiful with the original architecture designs and stop putting paint on everything and calling it art. We moved to Georgetown for the beauty of the lake, river, parks and buildings but the City is destroying Georgetown's beauty and catering to one specific group.
- I think there is too much city focus on this topic. I think the city should use the resources we have to keep our water and electricity rates low, keep our police, fire department, and EMS services to be the best in the state. Also, educate and inform the citizens of the history of Georgetown and the architecture. The arts only include a select group of our community and does not represent everyone. I do like the arts but I don't think the city should use our resources to only this select group. I do not like that there are many walls on buildings that have graffiti, which you are referencing as art. It is not art for everyone.
- We need an outdoor theater for live theater shows under the stars!
- Accessible art classes are a MUST. These are in high demand at the Library and constantly get filled.
- Accessible means cost and barriers to entry (such as timing). The Cordovan classes at the art center are great, but exclude a wide swath of the local population due to cost. Entry level classes that are reduced in cost are of an exceedingly high demand.
- Anything and everything Georgetown can do to encourage a vibrant arts and culture scene will enrich the lives of both residents and visitors and thus support local businesses and commerce
- We love seeing the sculptured and murals down town.
- I would like to see a larger museum building that has rotating exhibits and art related events with indoor and outdoor community areas that could also be a location for outdoor arts and events where there is plenty of parking. Events downtown are so challenging with parking and shuttle.
- Very disappointed in the photography festival downtown. Like the idea of having the photographers in different stores. Did not like the limited space they had and being able to only show a limited amount of their work. We felt crowded out and not worth the effort just to see a few pictures
- I wish there was more concern to include senior citizens with mobility issues.
- I have no opinion on questions 10-12. However I would like the spring outdoor park art fair (all media) to return, with artists applying, setting up booths and perhaps judging. I attended them years ago. They were delightful.
- Add American history and Texas history. Contact these Texas & America historians for ideas and info. They are located in N. Texas. No they are NOT associated with Border walls. Checkout their 'About' page. <https://wallbuilders.com/>

- Go all in on the arts! It enriches our community, our lives, attracts more business, is good for our economy and helps provide more jobs and opportunities for our future generations to learn and grow and develop more talent.
- In addition to art studios, public art, music venues, theatre we sorely need dance arts studio class spaces and performance venues.
- I want to add that I enjoy public art downtown. I just don't care for some of the art that is downtown right now. In regards to the question about incentives, I would not agree with financial incentives, but I might agree with other incentives.
- I really enjoy the public art in Georgetown. Keep up the good work.
- Georgetown should provide more gallery space, in addition to public library, to showcase the work of local artists and photographers
- Artwork at the Public Airport
- Honor Dr. Ellsworth Petersen and his wife Sue
- I'm not sure what I think about the last 2 questions. Downtown is pretty crowded already.
- You are doing a great job of curating shows for the art center. Keep up the standards.
- As mobility scooter users and creators of Life with Evie & Esko, we encourage Georgetown to continue prioritizing accessibility in arts, culture, festivals, public spaces, and community events. Accessibility is not only about ADA compliance — it is about creating experiences where people with mobility challenges can comfortably participate, explore, and feel included in everyday community life. Clear pathways, accessible parking, shaded seating, accessible restrooms, thoughtful event layouts, and accurate accessibility information online all make a major difference. We would also love to see Georgetown continue expanding inclusive public art, community gathering spaces, and cultural events that are welcoming to people of all ages and mobility levels. Georgetown already offers many enjoyable experiences, and continued focus on real-world accessibility helps more people fully participate in the community. We believe accessibility should be considered from the beginning of planning, not added afterward as an afterthought.
- Would love a regular life drawing opportunity and fine art workshops
- I would love to get involved - I'm an illustrator/fine artist and my boyfriend is a professional saxophone player (he plays in several bands in the Austin area). We are both enthusiastic Georgetown residents. Please contact me if you're interested in working together! 215-714-6683
- I think Georgetown would benefit greatly from a Makerspace and Arts Incubator! I also believe greater engagement with Southwestern University and GISD would benefit the public. As for a Performance Venue I think we already have several that could potentially be leveraged for public performances. If the question is asking with regards to a very large 10,000 seat plus venue, I don't think we are there yet but maybe a larger outdoor amphitheater at Geary or San Gabriel Park would be nice.
- The arts are a vital part of a thriving community. It's also a balancing act. The arts are an economic driver, bringing in tourism and generating revenue for the area. But it is also important to create a culture in which the artists and creatives can thrive and be supported. These two concepts need to be balanced so that they can feed off of one another. Georgetown has made decent efforts through the years with the public art program, but there is an opportunity to really do better and become a beacon of arts and culture that supports both the economic necessity and the creative artists that provide the content.
- We need a good live music venue for concerts please! We love the Poppy Fest concerts! Clearly Georgetown can draw a crowd.
- thx for the input opportunity
- Arts is SO important for the vitality of the community. We enjoy all of the arts and culture offerings in Georgetown and Southwestern U. The Palace Theater is a treasure.

- Please don't Austin my Georgetown!
- Most of the art activities/events now seem to be during the week when people are working and cater to retired or wealthy people and it's frustrating. I'd like to bring my daughter to events but it's never when working people have free time. Especially library or kid events, 2-4pm during the week is useless for the majority.
- I enjoy the walking tours of the sculptures and murals. I would like to see these rotated and expanded.
- In my opinion, Georgetown needs to vote on building a Georgetown Arts and Performing Center; All of these things mentioned in this survey need a central home designed to bring people together and celebrate the arts, including performing arts. And include a parking garage
- Part of the allure of moving to Georgetown are the public spaces and trails. Public art, festivals, and concerts are a bonus.
- It would be great to see more art and maker events in Garey Park
- I don't know that Georgetown needs more performance venues. Regarding studios downtown, rent subsidies should be considered.
- As an artist for over 40 years I would like to see more opportunities for solo exhibits of local artist's work
- The parking for major events is getting harder to find close to the square for retirees. Thank you for creating this survey.
- We have enjoyed all the various/variety art/music offerings in Georgetown. Because of the size of the Georgetown area, it is easy to attend numerous art related activities.
- As President of the Pflugerville Arts Council and Board member of the Central Texas Philharmonic, I would be very interested in communicating further and perhaps collaborating.
- There are many forms of art that I am not familiar with, and would like to learn more about. Often I don't know what I don't know until I see it in person, so having workshops and installations really help me learn.
- Thank you for your work.
- I find Georgetown's focus on the arts enriches my life.
- Look at Heartland Arts Gallery and Wild Rose Moon in Plymouth, IN, for ideas funded by businesses, grants, memberships.
- Art is a part of everyday life, clothes, buildings, patterns on the streets, lights, color, we see it and it makes us happy!
- I love all that Georgetown offers
- Public transportation is important.
- Community growth brings diversity which enhances our beautiful town. Make events available for low income and young families on a budget. Summer and Winter/ Spring Art/ Theatre experiences. Supplies paid by Georgetown. Use Library, San Gabriel Park, go into Apt Community rooms. Music, Art and Theater make our great City thrive. Plant the seeds early for ALL.
- Responses to # 9 - 12 would really depend on having more information before I would give "yes" as a definitive answer. In particular, it would depend on whether there is sufficient support from city taxpayers to fund some of these, especially a theater. The Temple (Texas) Cultural Arts Center is a pretty good model to use for Georgetown. See <https://cacarts.org/>
- Georgetown is a special place and art is a huge part of that
- Friendly events
- A District with artist spaces such as unused building, warehouse, oice could be turned into studio rentals IF could be reasonably priced.
- Theaters and live music and art exhibits.
- Art is not a necessity that needs to be paid for with taxes. It should come from the private sector. (and I'm

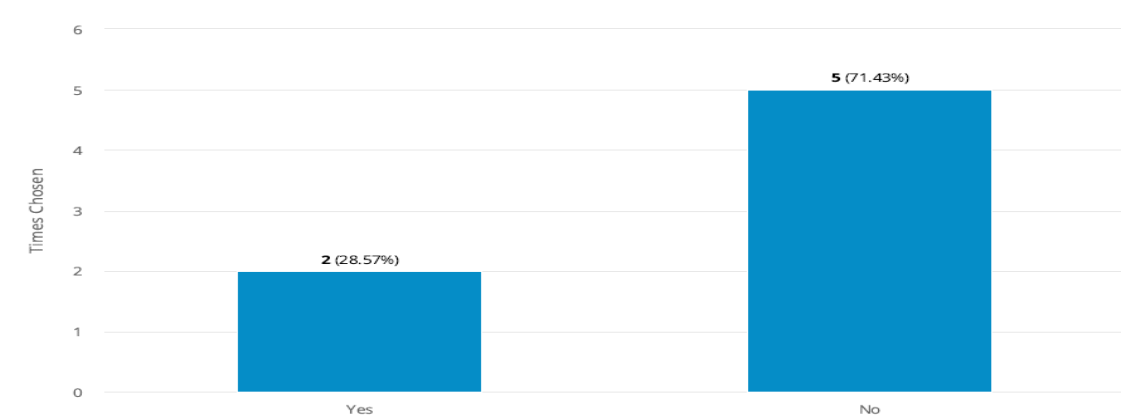
an artist) feature local artists

- Answered yes for performance venue — but I thought we had a few
- More gallery space would be great
- Arts Center needs to foster a welcoming and supportive environment for the artists working in the area.
- Educational or workshop facilities are not available.
- For question 12 - “Does Georgetown need a performance venue?” I would consider the Palace a performance venue; as well as the GISD Klett Center. If more are needed, perhaps part of the county courthouse could be re-developed as a performance venue.
- Studios please!!!
- Georgetown lacks public or private working studios in a variety of arts.
- Up the frequency and add a calendar of art events that happen weekly.
- More historical importance about the Chisholm trail and the Pickett trail ... clean up the trails along the river and start promoting the lovely hiking trail along the river by blue hole ♥ ...get kids & adults interested in nature
- Investigate the concept of a downloadable arts voucher for residents, rather than a large arts bureaucracy that hinders arts incubation.
- Low income Live work opportunities for Artist and creators
- As a long time musician, I'm probably coming off biased here. But I love the arts and would love to see even more opportunities for arts and culture in the Georgetown area. Thanks so much, James
- I am an artist and art collections advisor; I am in the process of putting together a street art complex and am interested in locating it in Georgetown. I can be contacted: Pat Taylor Fine Art and Advising, www.pattaylorfineart.net, pattaylorfineart@gmail.com, (512) 635-4911; I am a Professor Emeritus of Austin Community College and have taught many types of art in Texas schools, including University of Texas in San Antonio, St. Edward's University, Austin Community College, Wabash College in Indiana.
- 1500 Seat Performance Venue
- More opportunities for theatre makers including playwriting workshops/groups, public script readings, and would LOVE to see the historic courthouse available for performances.
- Glad you are asking, communities evolve as people have for centuries! Let's stay fresh and look with new eyes on a very old town square!

Appendix C -Arts and Culture Organizations

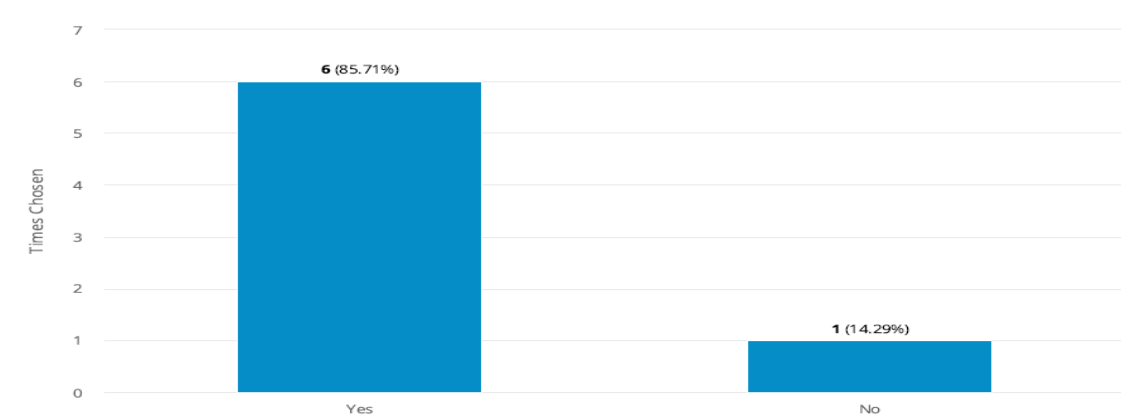
1. a) Have you ever applied for an Arts Grant from the City of Georgetown?

Number of responses: 7



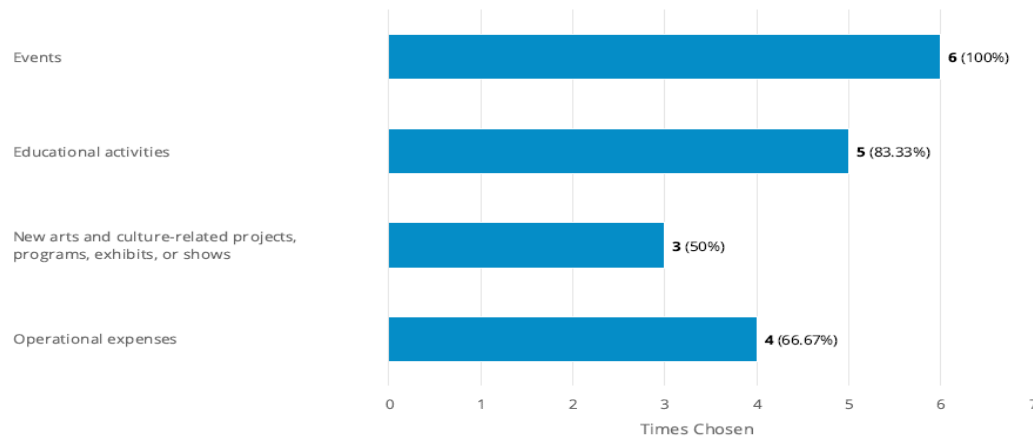
1. b) Are you interested in applying for a grant in the future?

Number of responses: 7



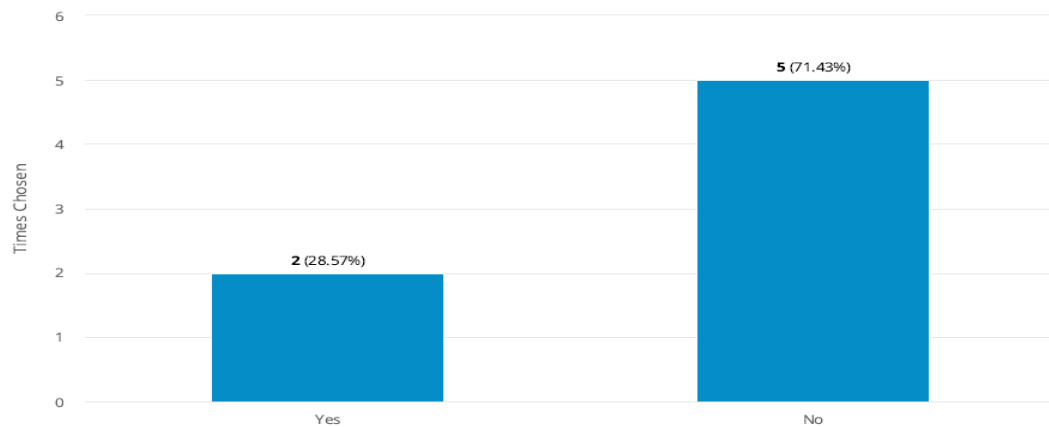
1. c) If yes, what would you seek funding for?

Number of responses: 6



2. a) Have there been any barriers that prevented you from applying for a City Arts grant in the past?

Number of responses: 7

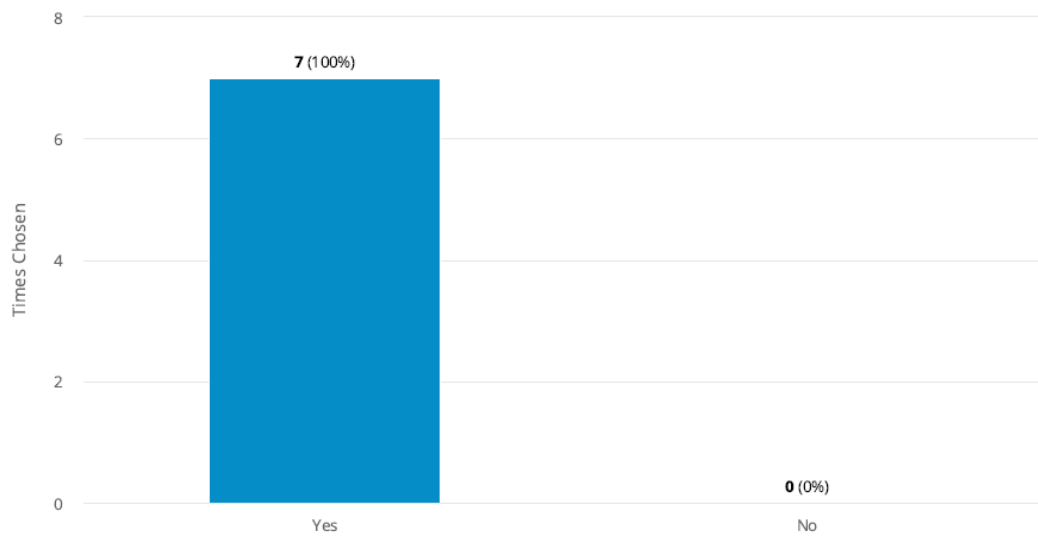


2. b) If yes, please describe:

- Communication and a collaborative partnership working together to be inclusive
- Didn't know about them!

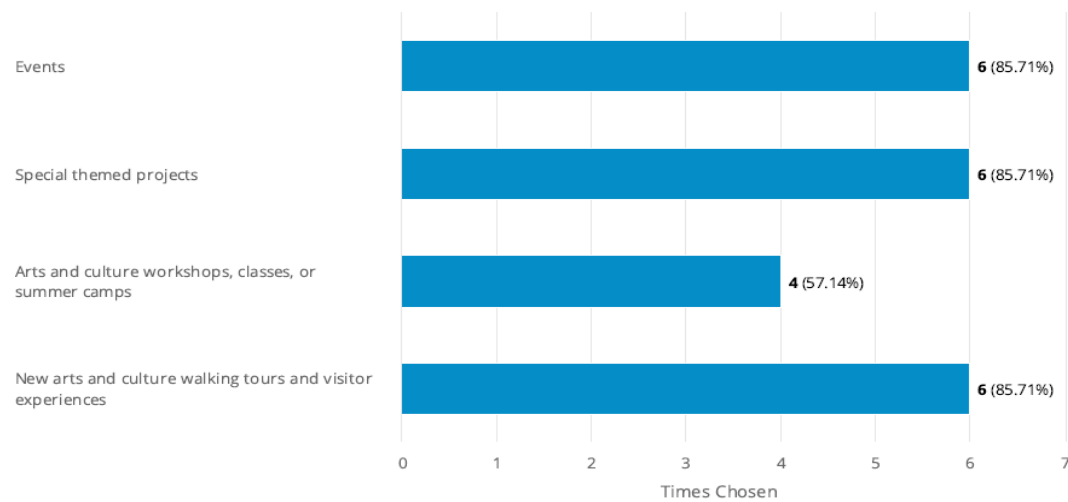
3. a) Would you like to collaborate with the City on future arts and culture projects?

Number of responses: 7



3. b) If yes, what types of projects would interest you?

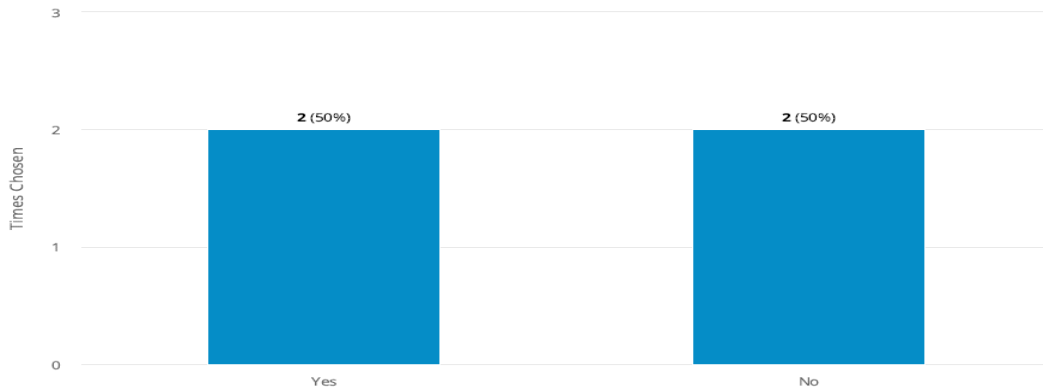
Number of responses: 7



Appendix D – Arts-Related Businesses

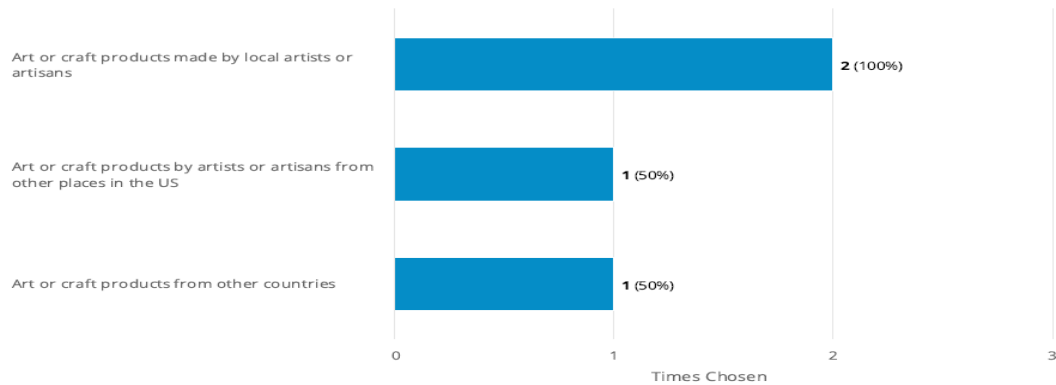
1. a) Do you currently sell arts, culture or heritage-related goods?

Number of responses: 4



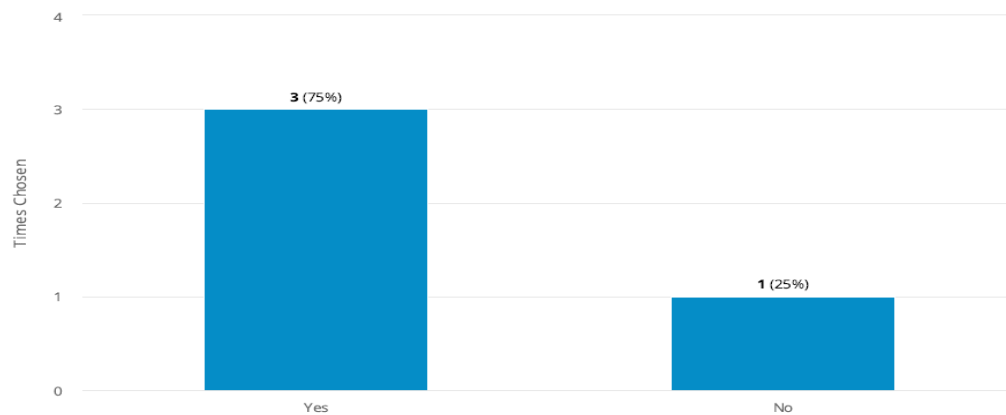
1. b) If yes, what type(s)?

Number of responses: 2



2. a) Would you like to carry more arts and craft products by local artists and artisans?

Number of responses: 4

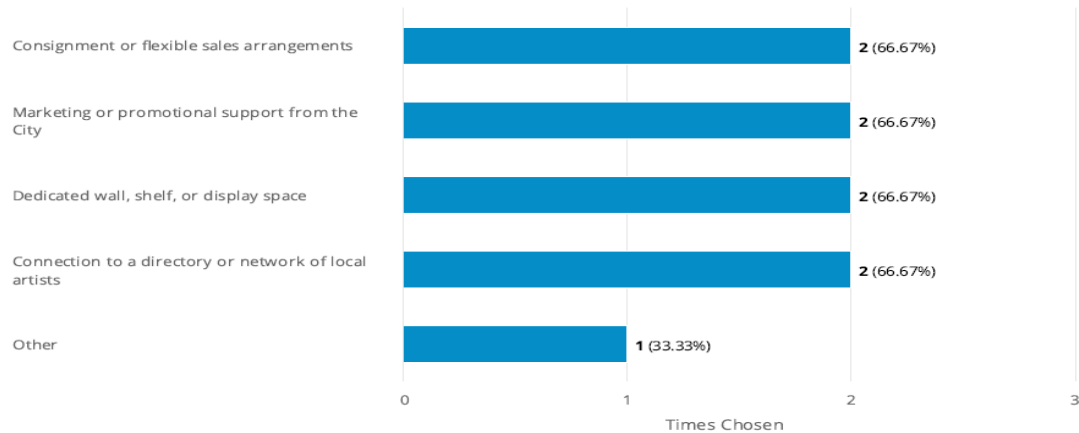


2. b) Comments:

- Attempt to create scanning archives and oral recordings for display is essential.

3. What would help you feature more local artists in your business?

Number of responses: 3

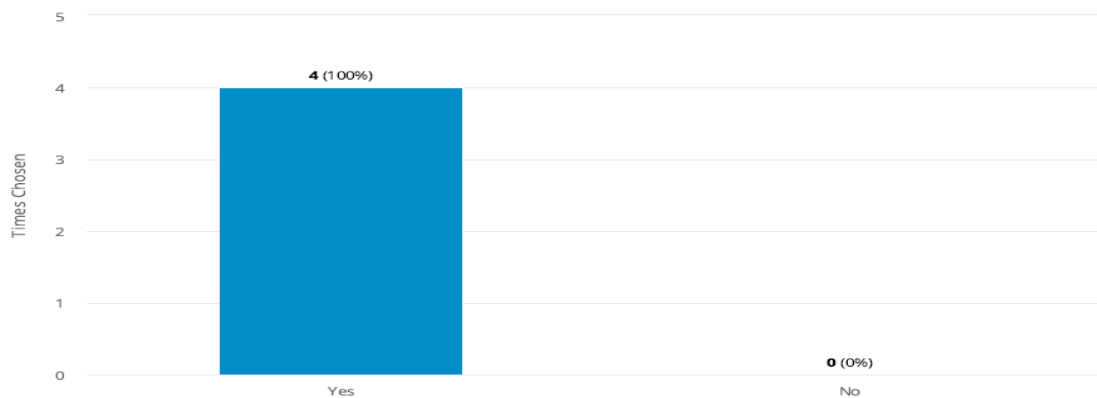


Other" text answers:

- Affordable spaces to set up where we can combine with the city's events and goals

4. a) Do you currently participate in the City's arts and culture events?

Number of responses: 4

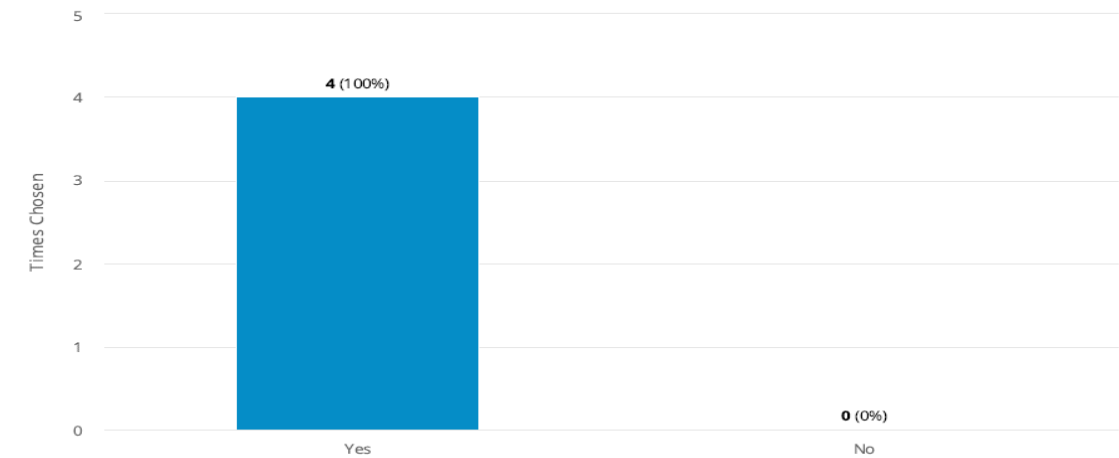


4. b) If yes, what events?

- The Art Stroll
- Fall and Spring Arts Strolls - performances at Heritage Square and soon at the new Water/Light Works
- Amphitheater.
- Art Strolls
- Spring and Fall Arts and Cultural Stroll

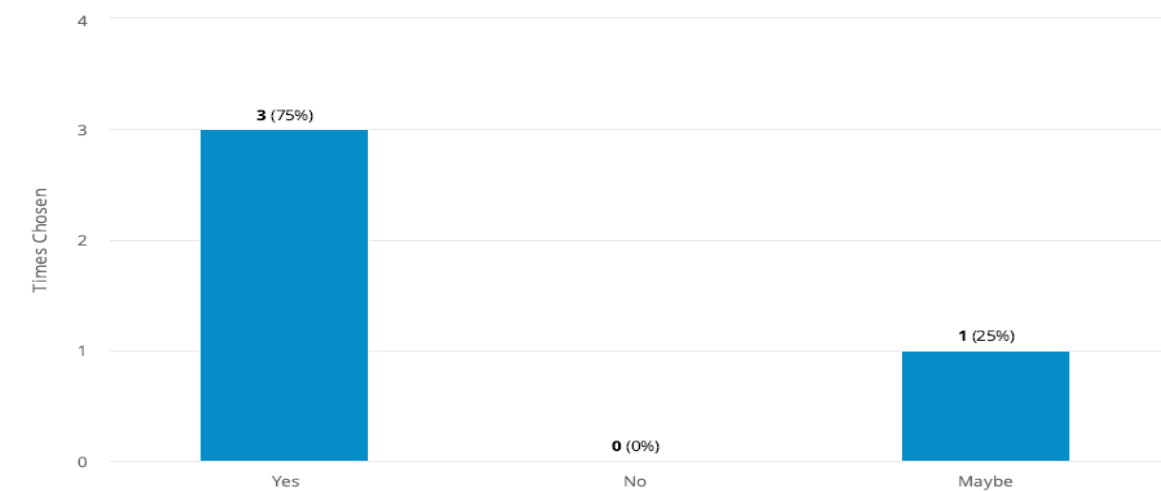
5. Would you like to be more involved in the City's arts and culture events?

Number of responses: 4



6. Would your business be interested in hosting pop-up maker or artist demonstrations?

Number of responses: 4

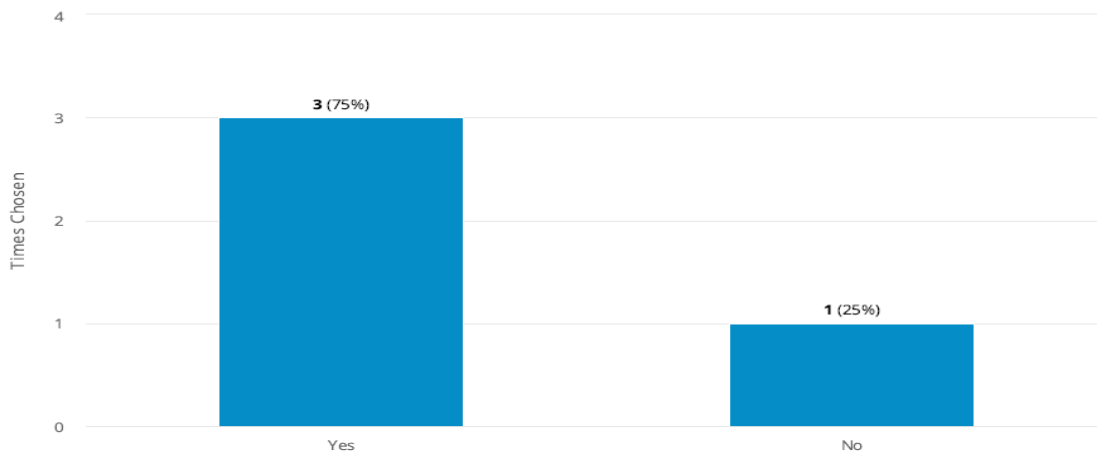


6. b) Comments:

- I have already done this over the last few years, but space is hard to come by these days

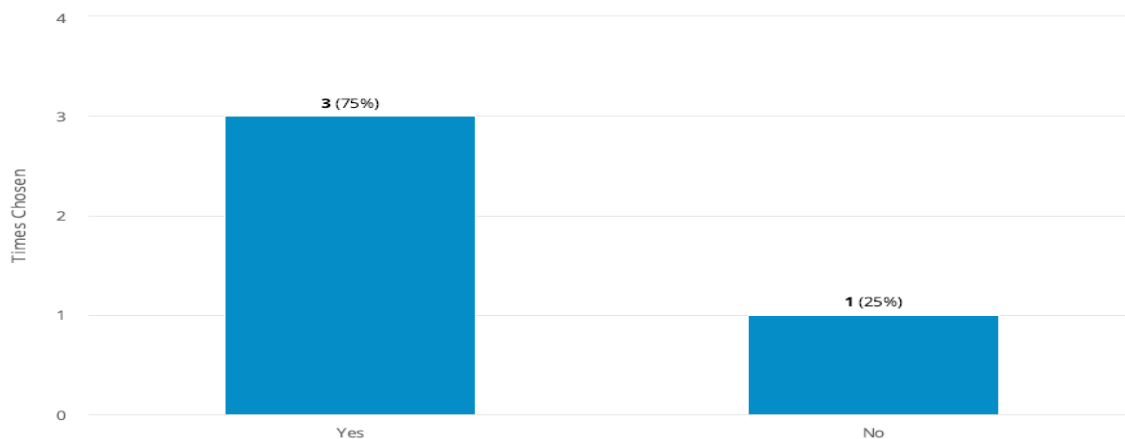
7. a) Do you provide arts, culture, or heritage educational opportunities?

Number of responses: 4



7. a) Do you provide arts, culture, or heritage educational opportunities?

Number of responses: 4



7. b) If yes, what type(s) of educational opportunities?

- Central Texas Philharmonic Youth Orchestra, education concerts for students, family concerts for parents and young children.
- I help people forge strong relationships with art by specializing in themed pop ups that invite interaction and participation. I'm an international award winning picture frame designer with over 25 years experience and do a lot of educating on how to preserve and display art.

Are there any other comments you would like to add?

- Prima Dora loves to be a part of whatever fun stuff is going on. I think you all do an amazing job.
- My business is based on the west side of Georgetown. Because I am not a brick and mortar business on the square , I am not currently allowed to participate at certain levels during the art events. I could help so much more if the city was open to letting all Georgetown based art businesses participate.

SWOT Analysis Results – May 19/26 Georgetown Arts & Culture Board Retreat

External OPPORTUNITIES

- Establish a "Friends of the Arts" Georgetown to fundraise beyond HOT funding
- Partnerships i.e. Georgetown Health Foundation, Chamber of Commerce, local small business, existing non-profit orgs, Southwestern, ISD
- Where are the younger artists? How to connect with these at schools, universities
- There are opportunities to work with Sun City residents
- Expressed interest in networking and shared facilities
- Foster arts education programs for school aged young people
- Make art programming and education opportunities available and affordable
- Working and learning through collaboration with other artists
- Create a mentorship program between mature artists with young aspiring artists - Create affinity groups to share similar interests in the arts
- Accessibility and affordability for arts opportunities – explore partnerships with Georgetown non profit organizations for the underserved for training & arts education
- Explore educational opportunities around technological advancements including AI
- Expand on cultural heritage opportunities, programs, tours, learning the history of Georgetown
- Explore how to effectively partner with other organizations to benefit arts and culture in Georgetown – bring non-profits together to collaborate on how to work together, i.e. "the center for non-profit success" (Georgetown Health Foundation) – not limited to health organizations
- Continue to publicize the charm of Georgetown and the vibrancy in the downtown that tells our story and cultural heritage – create a cohesive strategy for this
- Maximize engagement of new residents in the arts given growth in this city, art strolls
- Focus on matinee time frames for arts programming

- Partnerships with Sun City – engage with them there as well to facilitate external programming with them
- Share audiences across organizations to cross-promote
- Reach out to other subject matter experts to teach classes and speaker / lecture series i.e. at Georgetown Arts Center or Grace Heritage Center
- City could have Arts and Culture booth or monitor with information about local arts events and programs
- Bring existing arts and culture orgs together regularly for collaboration, (i.e. create a space for meeting, collaboration and learning)
- Develop innovative ways to raise funding for arts and culture programs that do not rely exclusively on City funding

External THREATS

- The City budget is constrained
- General slower economy and reduced spending
- Federal and statewide funding for the arts has been reduced
- State legislation restrict municipalities funding sources
- Budgets and spending in other education programs has been reduced
- People who have lived here as their mobility is declining, they are not able to access downtown arts
- Hard to compete with other municipalities / organizations elsewhere that are well-funded or offered facilities
- Art organizations risk losing facility space
- Lack of affordable facilities and training, workshops
- Competing with other municipalities / orgs that are well-funded & have facilities
- Lack of engagement and opportunities to connect with other creatives in this area
- Challenges with outreach - communication / in-person engagement to meet and attract interest in arts programs
- Are we addressing all accessibility needs?

Internal STRENGTHS

- The existing cultural district
- The diversity and breadth of expertise of the A & C Board
- Strong long-term investment by organizations in Arts and Culture and their facilities
- City's commitment to arts and culture
- Diverse audiences represented across Board
- Well established programs and events (Public art - murals, sculpture)
- Art Strolls doing very well and increasing collaboration
- City owned cultural facilities and studies underway
- Information gleaned from 2026 Surveys and Economic Impact Study, and Downtown Masterplan, and 5 year strategic plan
- Downtown infrastructure is well-suited for the numerous arts events that take place
- The Cultural District Designation
- With A & C under Downtown and Tourism Dept there are increasing opportunities for advertising and marketing
- Large list of Art Center members and contacts
- Extended professional network of the A & C Board

Internal WEAKNESSES

- The City budget is constrained
- Need to increase volunteer participation for events and programs – explore options with a working Board under staff positions
- Better networking needed - City could partner more effectively with other businesses and organizations for events and programs – expertise is not being shared and utilized
- Need to improve and share expertise in running events
- Lack of affordable studio space
- Lack of awareness or lack of platforms or space to promote and enable networking for sustained, ongoing engagement and collaboration

Community building and creative placemaking requires a space – a venue for sharing their work, for experiences and ideas, ensuring accessibility and affordable

City of Georgetown, Texas
Arts and Culture Advisory Board
September 15, 2026

SUBJECT:

Volunteers for Autumn Art Stroll

SUGGESTED ACTION:

Discussion of volunteer roles for Autumn Art Stroll – Amanda Still, Arts and Culture Program Manager

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

N/A

City of Georgetown, Texas
Arts and Culture Advisory Board
September 15, 2026

SUBJECT:

Manager Report

SUGGESTED ACTION:

Presentation of Arts & Culture Report - Amanda Still, Arts & Culture Program Manager

ITEM SUMMARY:

Presentation of Arts & Culture Coordinator Report.

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

[Attachment_September AC Program Report.pdf](#)

Georgetown Arts and Culture Program Report

September 15, 2026

Public Art Program

- Sculpture Tour Call Open
 - Installation 10/5-10/8
 - Judging 10/9-10/11
 - Award winners announced at Autumn Art Stroll
- Screen wall at Light & Water Works (Grant)
 - Targeting a November/December Call for Art



Cultural District Programming

- Georgetown Art Center
 - 2027 Exhibits Season brochure & press release in October
 - Small Works Call closed
 - Fall Workshop Series
 - Framing (Oct 10) and Ceramics (Nov 14)
 - Exhibit Masterclasses
 - Monica Mohnot (Textiles 9/26)
 - Catherine Richardson (Mark-making 11/7)
 - Jay Asp (Acrylic Gouache 2/6)

Georgetown Art Center
MASTERCLASS
with Catherine Richardson



Mark Making Masterclass
with featured GAC exhibit artist Catherine Richardson

Over four hours, we'll explore structured, intuitive, and experimental approaches to mark making. Together we'll work with simple exercises designed to quiet the inner critic - the voice that judges, compares, or hesitates, and make more room for instinct and spontaneity. We'll begin with simple, collaborative exercise, easing into the spirit of play as a group.

Next, we'll move into individual space and time to revisit and deepen that first exercise. Followed by a focused exercise in eye-hand coordination using experimental methods, sharpening attention and responsiveness in the moment.

To close, you'll choose imagery that speaks to you, combining it with the previous exercises, to develop a composition and face any fear of creating head-on, with support and encouragement.

By the end, you'll leave with refreshing inroads for breaking through creative blocks, a few finished pieces, and hopefully a looser, freer relationship with your own creative process.

All supplies included. No experience required.

November 7, 1-5 pm
\$120 members | \$150 non-members
Visit our website to register



Georgetown Art Center
MASTERCLASS
with Monica Mohnot



Layered Cloth: A Textile Collage Masterclass
with featured GAC exhibit artist Monica Mohnot

In this 4-hour workshop, participants explore textile manipulation techniques from the ground up. They begin by collaging a variety of fabrics together in a jigsaw-puzzle-style arrangement, then build depth and texture using reverse applique and chenille, layering in additional fabric and optional printing or paint mark-making along the way. Each participant leaves with a finished piece they can display as a flat 2D wall piece or shape into a simple 3D form, depending on personal preference and time.

All supplies included. No experience required.

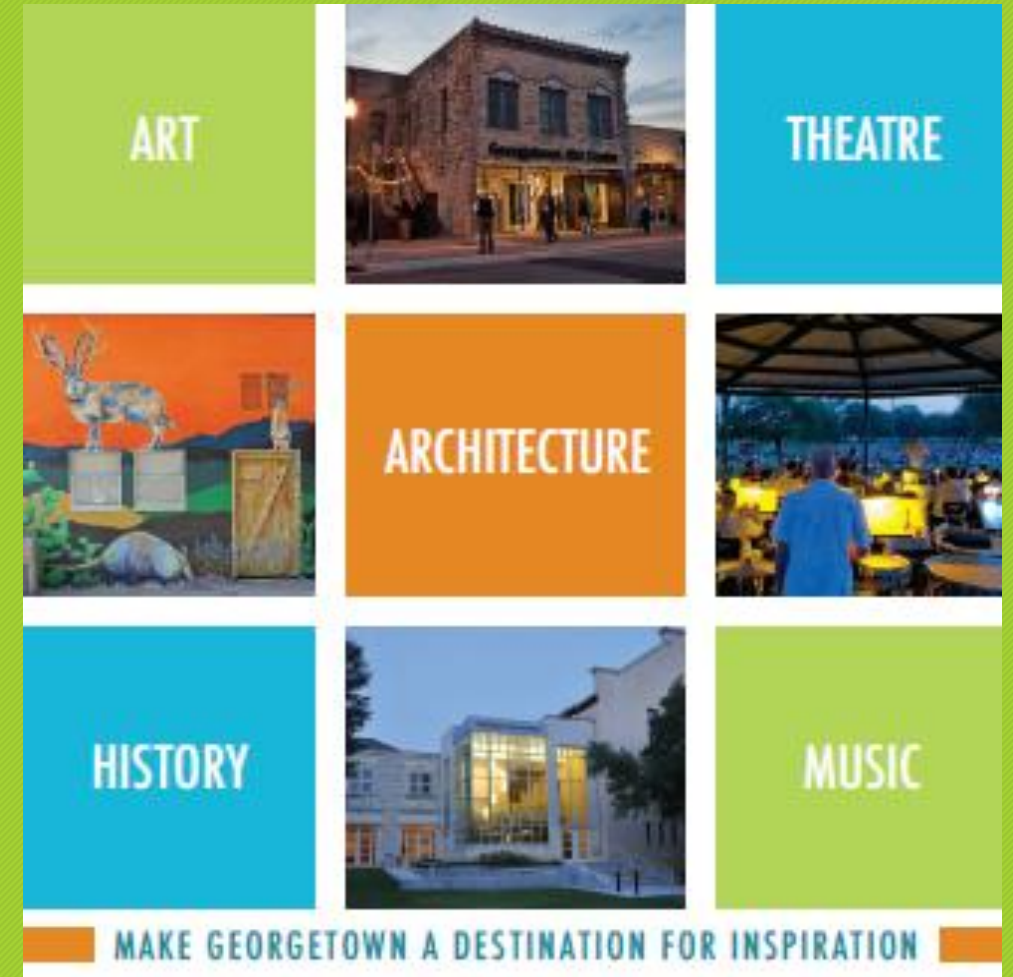
September 26, 12-4 pm
\$120 members | \$150 non-members
Visit our website to register



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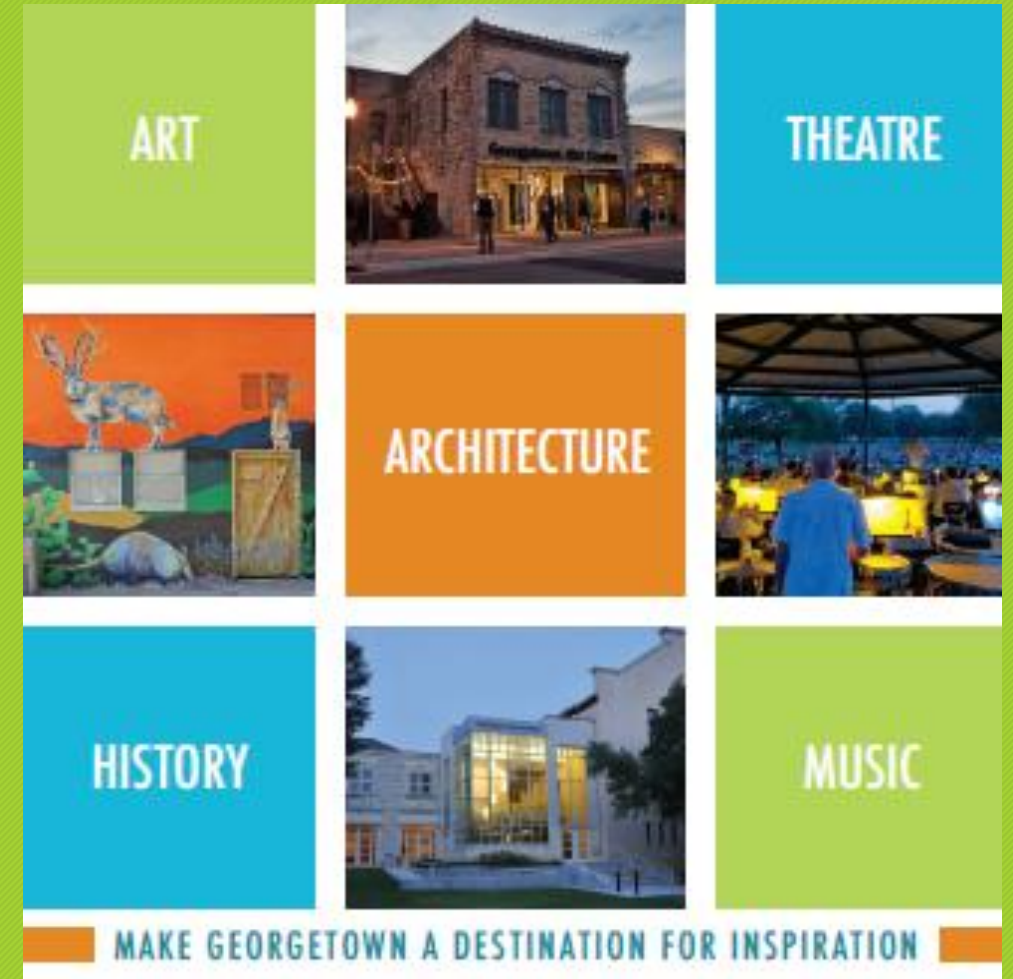
Cultural District Programming

- Strategic Plan & Cultural Facilities Update
 - September: Approve final plan
 - October: Cultural Facilities Study update to City Council



Cultural District Programming

- Cultural District Marketing & Promotion
 - Marketing support submission form
 - Tag and collaborate with Arts and Culture/GAC on socials



Future Meeting Timeline

October 20

- Sculpture Tour Judging: 10/9-10/11
- Cultural Facilities Study
- Discuss Light & Water Works Call for Art
- City Hall Gallery Reception

November 17

- Discuss 2027 Round I Grants

December 15

- Board Holiday Party