“I saw the angel in the marble and carved until I set him free”

~ Michelangelo
CHAPTER 16 - ARTS AND CULTURE

Mission Statement
Encourage arts and culture as a key element in planning for our community.

Discussion
Arts and culture is a key element for an aesthetically pleasing city with healthy civic engagement. A commitment to art and culture enhances long-term quality of life and is consistent with the eight key elements of the community vision outlined in this Plan.

The promotion and accessibility of arts and culture allows the City to recognize its rich heritage, express the valley’s unique identity and reflect community pride. Also, it has been demonstrated in communities across the country that investment in arts and culture has a significant positive economic impact.

Active Organizations in Art and Culture
The following organizations and events actively contribute to Pocatello’s local arts and culture.

1. The Pocatello Arts Council is a citizen advisory council appointed by the Mayor formed to encourage, enhance and educate the community with the respect to arts.

2. The Pocatello Arts Center operates a community art center and sponsors an annual Arts Festival.

3. Old Town Pocatello sponsors a monthly art walk event held at private galleries and temporary exhibits in Old Town businesses.

4. Marshall Public Library hosts permanent and rotating art exhibits and hosts a variety of public workshops related to arts and culture.
5. Idaho State University grants degrees in art, music, dance and theatre. The University hosts a number of performances and also brings a wide range of cultural events to the community. Idaho State University contains several performance venues, including the Stephens Performing Arts Center which is capable of hosting large cultural events such as concerts by the 75-year old Idaho State Civic Symphony, Frazier Hall and Goranson Hall. Idaho State University is also home to several art galleries that display students’ projects.

6. Private theatre groups including West Side Players, Gateway Theatre Foundation, the Leavitt Center, Mystique Theater and Events Center and the Old Town Actors Studio provide theatrical performances.

7. A number of private dance studios hold classical and modern dance classes and sponsor performances.

8. The community has an active and eclectic music scene with live music being offered most nights at a variety of small venues.

9. Several concert series offer public outdoor performances on a weekly basis during the summer.

10. Musician’s West is an annual state-wide music competition and music production organization, which provides scholarships to students of all ages to study music.

11. Pocatello, Highland and Century High Schools provide theatrical performances, dance, choir, band and orchestra performances.

12. Public art is displayed throughout Old Town Pocatello, Idaho State University and Pocatello Regional Airport.

The City should continue to collaborate with citizen advisory boards, artists, businesses, government and educational institutions to embrace arts and culture as a vital and necessary component to the well being of its citizens and to the economic development of the Portneuf River Valley.

Figure 174. Stephens Performing Arts Center, a magnificent building located on the ISU campus.

Figure 175. The original Chief Theater sign was resurrected in November, 2013 in Old Town which drew thousands. The original theater, a local icon, served for decades as home for plays and theater until it was consumed by fire in 1993.
Goal 1.

Encourage an environment that enhances arts and cultural experiences.

OBJECTIVE

1.1 Cooperate with citizen advisory committees to create, preserve, and educate the community about public art features and programs.

POLICY

a. Promote installation and maintenance of sculptures and literary features.
b. Address public safety concerns by encouraging the creation of design standards for sculptures, artist-designed landscape features, pedestrian facilities and building elements.
c. Promote artist-designed amenities such as benches, gates, crosswalks, walkways, gardens, tree grates, timepieces, murals and walls.
d. Encourage public art at City-owned properties, facilities, parks, gardens, libraries, zoos, museums and airports.
e. Encourage partnerships with other community agencies and organizations to promote performing, visual, literary, botanical and other arts.
f. Promote and preserve cultural heritage celebrations.

1.2 Encourage the Pocatello Arts Council to maintain an inventory of existing public art projects and exhibits, and to seek strategic approaches to procure, expand, and celebrate existing venues.

POLICY

a. Identify, map and plan for artistic gateway features.
b. Promote and preserve existing arts venues.
c. Promote and preserve annual signature performing arts events.

d. Encourage interactive exhibits and traveling displays in public venues and facilities.

**Goal 2.**

Promote arts and culture that reflects the community’s identity and invokes civic pride.

**OBJECTIVE**

2.1 Promote arts and culture districts by encouraging public art clustered in targeted areas.

2.2 Encourage diverse art exhibitions and events that provide citizens with exposure to new experiences.

**POLICY**

a. Promote access to the arts by drawing on existing organizations with artistic and cultural resources.

b. Create and maintain partnerships with existing community organizations and museums.

c. Encourage artistic and cultural partnerships with educational institutions.

d. Promote programs that highlight arts, culture, education, tourism and trade.

e. Encourage and display the cultural and tangible art of the community’s Sister Cities.

f. Present gifts unique from our area to our Sister Cities.

g. Encourage a strong Pocatello Arts marketing plan for increased economic benefits, increased pedestrian traffic, increased tourism and improved revitalization.

h. Consider zoning ordinances that provide art incentives with new development.
Goal 3.

Promote the expression of arts and culture as a key component to a positive quality of life.

Objective

3.1 Continue to work with Pocatello Arts Council and other organizations to serve the artistic and cultural needs of citizens.

Policy

a. Encourage the Pocatello Arts Council to provide guidance in the selection, preparation and installation of public art pieces.

b. Provide a supportive and appreciative environment for artists, writers and performers.

c. Recognize and celebrate public art and culture programs and those who make artistic and cultural contributions to the community.

d. Encourage arts education programs and endeavors.

3.2 Encourage the Pocatello Arts Council to find creative approaches to plan for and fund arts and culture projects.

Policy

a. Study and plan for future funding options and maintenance for the arts.

b. Encourage private as well as public art donations.

c. Seek funding from private and government granting agencies.

d. Consider creative incentives, including non-monetary options, to support arts and culture.

e. Recognize the economic development benefits that art and culture can bring.