



## City of Grass Valley City Council Agenda Action Sheet

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**Title:** Resolution Recognizing and Adopting *Culture Forward 2026-2032: Nevada County's Arts & Culture Action Plan*

**CEQA:** Not a project

**Recommendation:** Adopt a Resolution 2026-09 recognizing and adopting *Culture Forward 2026-2032* as a guiding framework supporting the continued vitality of arts, culture, and the creative economy in Nevada County.

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**Prepared by:** Taylor Whittingslow, Deputy City Manager

**Council Meeting Date:** 4/28/2026

**Date Prepared:** 4/9/2026

**Agenda:** Administrative

**Background Information:** Nevada County has long been recognized for its vibrant arts and cultural community, which contributes significantly to the region's economy, tourism appeal, community identity, and quality of life.

The Nevada County Arts Council, the County's designated State-Local Partner to the California Arts Council, serves as the countywide arts service organization and administers the Grass Valley-Nevada City Cultural District and the Truckee Cultural District, both designated by the State of California.

Over the last eighteen months, Nevada County Arts Council has led the development of *Culture Forward 2026-2032: Nevada County's Arts & Culture Action Plan*, a six-year strategic framework designed to support the long-term vitality of arts and culture throughout Nevada County.

The plan was developed through a collaborative process that included community listening sessions, stakeholder engagement, surveys, and consultation with regional partners, educators, businesses, artists, cultural organizations, and local government representatives.

As part of the discovery process, the planning team conducted a thorough review of existing County and regional plans to ensure alignment with current policy priorities.

These include:

- The County of Nevada's *Economic Development Action Plan*
- Nevada County Office of Education's *Strategic Plan for Arts Education in Schools*

- Nevada County's *Recreation and Resiliency Master Plan*
- Area Plans for Greater Higgins, Loma Rica, North San Juan, Penn Valley, and Soda Springs
- Visit California's *High Sierra and Gold Country Regional Strategic Tourism Plans*
- Visit Truckee-Tahoe's *Two-Year Strategic Plan*, Tourism Economic Impact Report, and regional brand position *Mountain Heart. Small-Town Soul.*
- Sierra Business Council's *Comprehensive Economic Development Strategy (CEDS) 2023-2027*

Through this alignment process, Culture Forward provides a coordinated cultural framework that complements and strengthens existing regional, county, and community planning efforts.

Culture Forward identifies several strategic priorities intended to strengthen Nevada County's creative economy and cultural infrastructure over the coming six-year period. These priorities include expanding creative career pathways, supporting artists and cultural organizations, improving coordination of cultural assets, advancing cultural tourism experiences, and implementing a regional marketing plan for the Arts.

While Culture Forward was developed through a community-led process rather than as a County departmental plan, it represents a significant collaborative effort intended to support broader County objectives related to economic development, tourism, education, and community vitality.

Adoption of the Resolution signals the government's recognition of the plan and its support for continued collaboration with Nevada County Arts Council and regional partners in advancing arts and culture initiatives where appropriate.

The Resolution does not create regulatory authority or fiscal obligations and does not require City departments to implement specific programs. Rather, it provides a shared strategic framework that may inform future partnerships and initiatives.

Adoption of this Resolution does not commit County or City funding. Any future initiatives associated with Culture Forward would return to the City Council for consideration through standard budgeting and approval processes.

Adoption of the Resolution recognizing *Culture Forward: Nevada County's Arts & Culture Action Plan* acknowledges the importance of arts and culture to Nevada County's identity, economy, and quality of life, while supporting continued collaboration between the City, County, Nevada County Arts Council, and regional partners.

**Council Goals/Objectives:** The Resolution Recognizing and Adopting *Culture Forward 2026-2032: Nevada County's Arts & Culture Action Plan* executes portions of work tasks towards achieving/maintaining Strategic Plan - Economic Development

**Fiscal Impact:** Adoption of this Resolution does not commit County or City funding. Any future initiatives associated with Culture Forward would return to the City Council for consideration through standard budgeting and approval processes.

**Funds Available:** N/A

**Reviewed by:** Interim City Manager

**Account #:** N/A

**Attachments:** R2026-09