

RESOLUTION 2026-RXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NEW BRAUNFELS, TEXAS ADOPTING THE CITY OF NEW BRAUNFELS ARTS AND CULTURE MASTER PLAN

WHEREAS, in April 2025 the City of New Braunfels awarded a contract to Designing Local, LTD to develop an Arts and Culture Master Plan for the City; and

WHEREAS, Designing Local, LTD was asked to create a long-term strategy for the City to support the arts and culture sectors to improve quality of life for residents, drive economic growth, improve the community's sense of pace, health and well-being, foster collaboration between organizations, artis and the community, and encourage innovation and creative expression; and

WHEREAS, the Designing Local, LTD contract included five tasks – discovery, outreach and engagement, synthesis and analysis, initial recommendations, and a final plan; and

WHEREAS, an ad hoc steering committee was formed and consisted of a member of the arts commission, a member of the heritage commission, two local non-profit arts organization leaders, a K-12 educator, and community artists – which met several times to help shape the direction of the plan, provide feedback on community outreach efforts, and promoted the engagement efforts; and

WHEREAS, the strategic plan development effort included extensive engagement with city officials, staff, business owners, museum curators, education and community advocates; and

WHEREAS, members of the New Braunfels community participated in the Plan's engagement including 509 web-based surveys, 400+ connections at Saengerfest, 92+ connections at Art Haus, 200+ workshop and creative social attendees, for a total of over 1,242 connection points; and

WHEREAS, the Plan has six pillars: expand creative spaces, strengthen visibility, connect culture and tourism, encourage collaboration, invest in belonging, and tell a cohesive story; and

WHEREAS, the Plan has four priority areas: programming and community experiences, places and spaces, visibility and tourism, and operations and capacity building; and

WHEREAS, the Plan will act as a guiding document to aid as a long-term strategic vision for arts and culture in New Braunfels.

NOW, THEREFORE, be it resolved by the City Council of the City of New Braunfels, Texas, that the City hereby adopts the Arts & Culture Master Plan.

PASSED, ADOPTED AND APPROVED THIS 23RD DAY OF MARCH 2026.

NEAL LINNARTZ, MAYOR

ATTEST:

GAYLE WILKINSON, CITY SECRETARY