

Cēsis County Culture Development Strategy 2030

SUMMARY

VISION 2030

Vision for Cēsis culture development in 2030:

In 2030, the cultural and creative space of Cēsis inspires, enriches, and improves us. It makes us feel good, laugh, also cry, yearn, makes us love and be loved. Culture is a story about humanity. It inspires our people to pursue new goals in life.

Culture and creativity are appealing to us in our everyday lives. Even on a grey, cloudy day the streets of Cēsis are full of surprises. They are rich with culture events and works of art. The grey firewalls have become a new cultural space.

We keep preserving the riches of our culture. We keep them safe, record them, keep them inside the walls of our museum and in digital clouds, the memories of people and their narratives. We record them in the design and embroideries of our folk dress. In the notes of our grandmothers' recipes. In yearbooks. Diaries.

Culture and creativity are some of the reasons why people from all over Latvia want to be and take part of the continuation of Cēsis'

story. Education, business, politics, health, nature and climate, research, and innovation. Culture and creativity are what attracts the necessary fresh talent to Cēsis County. Culture is the one and true magnet of talent.

Cēsis became European Capital of Culture in 2027. It was an exciting event. Head-spinning. Events, conversations and discussions, parties, magnificent shows and concerts, exhibitions, international guests. We remember THAT year even now. Even the most spectacular castles in Europe are envious of the experience the walls of our castle have had. That is how privileged we were and still are.

In 2030, the culture in Cēsis is still engaging. It is open. It shapes our society to be tolerant, democratic, craving freedom. Our people are free, in the sense that they are educated, creative and know to request culture events of an international scale.

Culture is the wings that carry our people's dreams! Champions have their champion's cup, but Cēsis County has culture and creativity!

STRATEGIC AIMS 2030

1. High level of culture governance and a municipal government that is open to society. Culture is viewed as an important and essential economic sector, that has a significant impact on the economic processes in the county and provides welfare.

2. Diverse, contemporary, accessible culture opportunities that enrich the society and promote openness and creativity. Local communities have a high ability of self-organizing into folk art and amateur art groups and for individual initiatives.

3. Research of tangible and intangible cultural heritage and its accessibility to citizens.

4. Alongside emphasizing and preserving cultural heritage and tradition, **in 2030 Cēsis is internationally recognized as a place for new culture and art events** and experiments, creativity, different culture laboratories and residencies.

CĒSIS COUNTY CULTURE DEVELOPMENT STRATEGY 2030 DEVELOPMENT DIRECTIONS 2020-2022

Each development direction 2020-2022 has set courses of action and objectives. Tasks, responsible organizations, time frames in which the tasks must be completed, the achievable result of each task and indicators that will demonstrate the achievement of results have been defined, in order to fulfil the set objectives.

DD.1 Development of an innovative cultural management model and cultural policy guidelines for the newly established Cēsis County

Courses of action

Cultural policy, citizen engagement, regional cooperation, attraction of funds, accessibility of cultural services, culture infrastructure.

Objective

Ensuring the introduction of innovative culture management, thereby promoting the introduction of a municipal culture policy that is open to different forms of cooperation, involves the local community, encourages creativity, increases international cooperation, preserves local cultural and historical heritage, and addresses cultural economic development challenges.

T.1. To develop a culture management model for the newly established Cēsis County.

T.2. The strengthen, the role and responsibilities of local Culture Advisory Council, in order to develop the cultural sector in Cēsis County.

T.3. To develop common cultural policy guidelines for the newly established Cēsis County.

T.4. To begin the preparation process for running for the title of European Capital of Culture 2027.

T.5. To develop an operation strategy for Cēsis History and Art Museum (2021-2026).

T.6. To promote the development of culture infrastructure.

DD.2 A diverse offer of cultural services and their accessibility to different groups of society

Courses of action Providing access to professional art; support for amateur art events; organization of culture project competitions and support for private and non-governmental sector culture projects; promotion of Cēsis as a centre for residing artists; promotion of reading and providing access to library services; promotion of lifelong learning for personal development; strengthening of Latvian identity of Cēsis County citizens; providing access to information on culture opportunities. Reducing the negative impact of culture events on the environment.

Objective Providing a wide variety of cultural processes in Cēsis County and thus promoting cultural tourism in the region and diversity of cultural events, increasing awareness and education of the public, encouraging intersectoral cooperation and citizen engagement in cultural processes.

T.1. To provide support for the organization of large festivals in Cēsis County befitting the cultural environment of Cēsis.

T.2. To provide support for implementation of cultural projects that are accessible to the community.

T.3. To promote the visibility of Cēsis as a centre for residing artists.

T.4. To provide access to diverse and contemporary cultural services for residents of Cēsis County.

T.5. To encourage reading and provide access to library services.

T.6. To promote access to lifelong learning for personal development and services for creativity development.

T.7. To strengthen the Latvian identity and patriotism of the residents of Cēsis County.

T.8. To provide access to information on culture opportunities.

DD.3 The preservation and contemporary interpretation of cultural and historical heritage

Courses of action The development of Cēsis Old Town, Cēsis Castle Complex and Cēsis St. John's Church as cultural and historical monuments of national significance, the preservation of unique historic values of Cēsis County and providing access to them for residents; research and promotion of Cēsis County historical and cultural heritage, maintaining the tradition of Latvian Song and Dance Festival, support for the preservation of cultural heritage.

Objective Preserving, researching, and exploring the unique historical values of Cēsis County and providing access to them for the society, maintaining the tradition of Latvian Song and Dance Festival in Cēsis County, and supporting the preservation of cultural heritage for future generations.

T.1. To research and promote the historical and cultural heritage of Cēsis County.

T.2. To ensure the preservation of unique historical values of Cēsis County and to provide access to them for residents.

T.3. Promoting the development and visibility of Cēsis Castle Complex and St. John's Church as cultural and historical monuments of national significance.

T.4. To maintain the tradition of Latvian Song and Dance Festival.

T.5. To support the preservation of intangible cultural heritage and to pass it down to future generations.

DD.4 The promotion of international cooperation

Courses of action Attraction of international partners and implementation of international projects, providing diverse culture opportunities, promotion of the professional development of the artists and people employed in the cultural sector.

Objective To promote the implementation of international projects in Cēsis County by involving the cultural organizations and creative persons of Cēsis County and thereby ensuring the diversity of culture opportunities for residents of Cēsis County, and therefore extending opportunities for artists of Cēsis County to be part of international projects and promoting international visibility of Cēsis County.

T.1. To promote cooperation with social and private partners on regional, national, and international levels.

T.2. To promote international visibility of cultural process and creatives.

T.3. To provide the diversity of culture opportunities through implementing international cooperation projects.

T.4. To support the professional development of residents employed in the cultural sector.

POTENTIAL FOR INTERDISCIPLINARY COOPERATION

The culture strategy determines the potential of interdisciplinary cooperation in the fulfilment of the tasks defined in the strategy, through the cultural sector's interaction with other sectors, such as business, digital environment and ecosystem, environment, ecology and climate, social sphere, and education.