

The background is a collage of various colorful shapes and patterns. There are several hand outlines in black ink, some pointing towards the center. The colors include shades of blue, green, orange, pink, and purple. Some shapes have textures like polka dots or stripes.

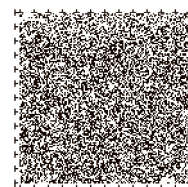
# OTA CITY

## Plan on the Promotion of Culture and the Arts

### Summary Version

March 2026  
Ota City

This booklet comes with an audio barcode. There are physical markings on each side-edge of the page to show where the barcode is located right side for the right page, left side for the left page. You can listen to this content by using your device to scan the barcode.



# In Developing the Plan

## 1 Purpose of the Plan

In 2011, Ota City formulated the Ota City Regional Culture Promotion Plan, which was the City’s first administrative plan focused on culture. This initial plan clarified the cooperative relationships between City residents, cultural organizations, business operators (including companies), the Ota City Cultural Promotion Association, and the City government. It also set out their respective roles and provided guidelines for promoting regional culture.

The second plan, formulated in 2015 and renamed the Ota City Cultural Promotion Plan, broadened the scope of the plan beyond the framework of regional culture and implemented cultural measures appropriate for “Global City Ota.” The third plan, developed in 2019, focused on leveraging the social value of culture in advancing the development of the city.

This fourth plan recognizes that culture and the arts foster heart-to-heart connections between people, and create an enriching and vibrant community in which people accept diversity, and show mutual respect and understanding for one another. While continuing to tackle current initiatives, this plan adopts a more comprehensive policy perspective, utilizing the city’s cultural resources as an approach to addressing social challenges in various fields. Therefore, the plan’s name has been changed to “Ota City Plan on the Promotion of Culture and the Arts”.

## 2 Positioning of the Plan

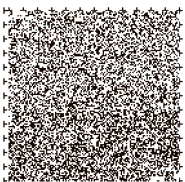
This plan outlines the fundamental approach and policy direction for the promotion of culture and the arts in Ota City, as well as for city development driven by culture and the arts. It is based on the perspective of “cultural rights,” which states that every individual has an inherent right to create and enjoy culture and the arts.



## 3 Period of the Plan

The period of this plan shall be eight years, from the fiscal year of 2026 to the fiscal year of 2033, with a midterm review scheduled for the fiscal year of 2029, the fourth year of the plan period.

Year	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040
Basic vision	The target year of the basic vision is around 2040																
Basic plan			Phase 1 Eight years					Phase 2 Eight years									
This Plan			Eight years														



# The City's Promotion of Culture and the Arts Initiatives

## Scope of Culture and the Arts in this Plan

The scope of culture and the arts in this plan, and in the City's promotion of culture and the arts initiatives, encompasses culture and the arts activities that are rooted in the community and arise from our daily lives and interpersonal interactions. It also encompasses tangible and intangible cultural resources that have been passed down. The foundation of this is the concept outlined in the Basic Act on Culture and the Arts. Since culture and the arts change in response to shifts in social conditions and our daily lives, the City will also remain open to new, region-specific fields that may emerge in the future.

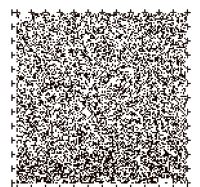


## Current State and Challenges Facing the City's Culture and the Arts Activities

In the fiscal year of 2024, the City conducted the "Ota City Culture Awareness Survey" targeting residents and cultural organizations.

The survey results indicated that, through exposure to various forms of culture and the arts activities, as well as their own voluntary and proactive engagement, individual respondents recognize the positive impact that culture and the arts have on them. The top reason cited across all age groups for not appreciating culture and the arts was "lack of time due to work or studies." Other frequently cited reasons include "lack of opportunities to learn about events" (among respondents aged 29 years and under and those in their 60s), "unable to make time due to childcare or caregiving" (among those in their 30s), and "health issues that make it difficult to go out and appreciate [culture and the arts]" (among those aged 70 years and older). Each of these issues must be addressed in collaboration with the relevant departments. The results also indicated that residents primarily expect the City's efforts in culture and the arts initiatives to "cultivate children's richness of heart and mind, as well as their creativity." Other expectations included "to cultivate attachment to the local community," "enable residents to learn about the region's history and culture" and "invigorate the local community." Based on these results, there is a need for the City government to tackle measures such as culture and the arts initiatives aimed at children.

The survey also targeted organizations. These results revealed that the proportion of organizations feeling satisfied with the "dispatch of instructors and other personnel" and "opportunities to connect with other organizations" when conducting culture and the arts activities in the City has decreased since the previous survey. This suggests that the City government must enhance its role in coordination.



# Future Vision for the City in Eight Years and Framework for Implementing the Plan

While Ota City residents play the most important role in fostering the City's culture and the arts scene, individuals who work in the City, as well as those who conduct culture and the arts activities or businesses here, can also be regarded as contributors to the City's culture and the arts. Creating and enjoying culture and the arts is an inherent right we all possess equally, regardless of factors such as age, disability, or economic circumstances. The recent COVID-19 pandemic has reaffirmed that culture and the arts provide solace and hope, calm and restore our spirits, and enrich our lives. Culture and the arts are an essential part of our daily lives, serving as an emotional anchor that supports us throughout our lives.

Therefore, we declare "Ota City: A City Enriched by Culture and the Arts that Anchor our Hearts Throughout Life" as the compass for the City's culture and the arts initiatives. With culture and the arts forming our spiritual foundation, we will cherish the unique cultural resources that have been passed down in our community, and promote four key initiatives to ensure that every resident is able to enjoy a life that is enriched by leisure and creativity.

## Ota City: A City Enriched by Culture and the Arts that Anchor our Hearts Throughout Life

Everyone has access to culture and the arts in their daily lives

1

Initiative 1

### Establish an environment where culture and the arts feel familiar

Culture and the arts nurture people's creativity and serve as a foundation of their identity. We will work to create an environment where all City residents have access to culture and the arts in their daily lives.

- 1-1 Enhance culture and the arts activities based in cultural facilities and other venues
- 1-2 Promote outreach efforts
- 1-3 Create spaces for artists to engage in their work

Cultural resources enhance the appeal of the region and make residents feel proud to live here

2

Initiative 2

### Preserve, utilize, and pass on regional cultural resources

The City is made up of unique and appealing neighborhoods. Learning about the region's origins, history, historical sites, buildings, and cultural and artistic figures that represent the area in which one lives, and participating in festivals and seasonal events, fosters a sense of pride and attachment to the region. We will protect regional cultural resources as valuable assets of the City and ensure their appeal is passed on to future generations.

- 2-1 Survey, research, and utilization of cultural resources
- 2-2 Passing on traditional culture

Cultural resources are increasingly being utilized in daily life

4

Initiative 4

### Leverage cultural resources to address social challenges in various fields

Culture and the arts have the power to build vibrant and energized communities. Culture and the arts provide a refuge for our hearts, fostering diversity, inclusivity, and mutual understanding while casually bringing people together and sparking innovation. We will encourage multifaceted and integrated collaboration that leverages the City's cultural resources as an approach to addressing increasingly complex social challenges in each field.

Cultural resources are used to spark connections between people

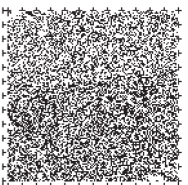
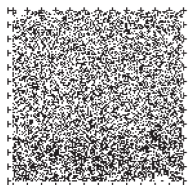
3

Initiative 3

### Contributing to region-building through culture and the arts

Culture and the arts do not serve merely as leisure activities or hobbies, but also hold the power to contribute to the development of regional communities where people with diverse backgrounds live together. Through culture and the arts, we will aim to bring together individuals who would not normally encounter each other in their daily lives, create fertile ground for mutual understanding and acceptance of diversity, and thereby energize the regional community.

- 3-1 Use cultural resources to energize the regional community
- 3-2 Disseminate information through multiple forms of media and strengthen our role in coordination



# Initiatives and Project Examples

## Initiative 1 Establish an environment where culture and the arts feel familiar

### Initiative 1-1 Enhance culture and the arts activities based in cultural facilities and other venues

The City offers environments in which people can independently access culture and the arts. These include cultural facilities equipped with hall functions, capable of hosting fully-fledged performances, as well as facilities where residents can engage in everyday culture and the arts activities. Leveraging this strength, we will support residents' culture and the arts activities based in our cultural facilities and other venues. We will use these venues to enhance opportunities for everyone (regardless of factors such as age, disability, or nationality) to engage with culture and the arts through appreciation, expression, experience, support, and creation.



Ota Opera Project

### Initiative 1-2 Promote outreach efforts

For residents who, for various reasons, find it difficult to access culture and the arts at cultural facilities and other venues, we will promote efforts to provide opportunities to engage in culture and the arts outside of cultural facilities.



Folk Museum Outreach Program

### Initiative 1-3 Create spaces for artists to engage in their work

We will support artists by holding auditions to discover promising young performers, providing them with performance opportunities, and implementing artist-in-residence programs and other measures.

## Initiative 2 Preserve, utilize, and pass on regional cultural resources

### Initiative 2-1 Survey, research, and utilization of cultural resources

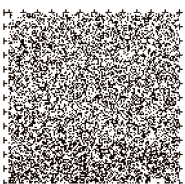
Museums and other institutions will play a central role in collecting materials connected to the region, conducting surveys and research, and preserving the materials appropriately. These institutions will widely publicize, utilize, and share these materials with residents through exhibitions, interactive events, lectures, and other activities, as well as support independent learning and activities by residents. With a goal to both preserve and utilize the collected materials, we will also promote the shift to digital archiving.



Participants in a pottery-making workshop

### Initiative 2-2 Passing on traditional culture

Traditional culture reflects the history, customs, and values of its region. It is part of a regional identity that has been developed over a long period of time, evolving with the times while being passed down to the present. In an effort to preserve and pass on aspects of traditional culture, we will work on establishing a City certification system aimed at enhancing public recognition, as well as conduct publicity and awareness campaigns to ensure that the traditions are seen by many City residents.



## Contributing to region-building through culture and the arts

Initiative  
3-1

### Use cultural resources to energize the regional community

We will strive to energize the community by creating opportunities for interdisciplinary exchanges that utilize cultural resources. Examples include supporting City residents interested in planning and operating cultural and the arts projects; implementing projects that leverage the characteristics of cultural facilities with hall and exhibition functions; and creating content that connects cultural resources with manufacturing industries and other thriving City sectors.



Performing arts popular in the local community

Initiative  
3-2

### Disseminate information through multiple forms of media and strengthen our role in coordination

The City government disseminates information on events related to culture and the arts, as well as newly identified cultural resources, through various forms of media. We will continue to disseminate such information, as this information is loosely connected to each other and has led to the formation of new communities centered around shared interests. We will also explore ways to centralize information around people, things, and events related to cultural resources, as well as work on strengthening our role in coordination.

## Leverage cultural resources to address social challenges in various fields

We will facilitate multifaceted and integrated collaboration using the City's cultural resources as a means to address challenges faced in various fields, including city development, international exchange, multiculturalism, welfare, health, education, childcare, manufacturing industries, tourism, disaster prevention, and the environment.

### Examples of collaboration

#### Visiting the museum with your baby

Folk Museum

Childcare

This program is held regularly for infants under two years of age and their guardians, with the aim to encourage families with young children to casually visit museums that tend to be perceived as unfriendly to their needs. These events include exhibition tours led by curators and children's story time sessions led by volunteers.

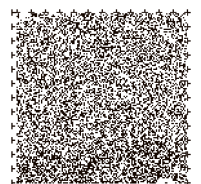


#### Experiencing music from around the world at the largest residents' festival in the City, Understanding other cultures

Multiculturalism

Cultural Arts Promotion Division

The "Ota Fureai Festa" held annually around November is the largest residents' festival in the City. The event was held for the 36th time in 2025. To celebrate the diverse character of Ota City, which is home to residents from 130 countries and regions, we host the "International Exchange Stage," showcasing live music and dance performances by international groups. Festival-goers can experience and enjoy traditional performances from countries and regions around the world that they would rarely encounter otherwise. In addition to stage performances, the "Ota Fureai Festa" venue features sales of folk crafts and regional cuisine from various countries, allowing attendees to thoroughly appreciate world culture and the arts.



## Promotion Framework

The City government adopts the perspective of “cultural rights” in promoting culture and the arts initiatives, recognizing that creating and enjoying culture and the arts is an inherent right possessed by all individuals. We will promote culture and the arts initiatives as a comprehensive policy designed to foster integrated collaboration through various fields and cultural resources, enabling every resident to become familiar with culture and the arts and creating a city where people live energetically with smiles.

We will work as one with City residents, regional culture and the arts organizations, business operators, artists, City-run cultural facilities, and the Cultural Promotion Association, in addition to promoting collaboration within the City office.



## Progress Management

Progress management for each project, project participant surveys and visitor surveys, participatory evaluations, and Ota City Cultural Arts Promotion Council meetings will be held annually from the fiscal year of 2026 through the fiscal year of 2033.

The Ota City Culture Awareness Survey will be conducted in the fiscal year of 2029 and the fiscal year of 2032.

	First half of the plan			Midterm review	Second half of the plan			
	2026	2027	2028	2029	2030	2031	2032	2033
Progress management for each project	[Progress bar from 2026 to 2033]							
Project participant surveys and visitor surveys	[Progress bar from 2026 to 2033]							
Participatory evaluations	[Progress bar from 2026 to 2033]							
The Ota City Culture Awareness Survey				✓			✓	
Ota City Cultural Arts Promotion Council meetings	[Progress bar from 2026 to 2033]							

Summary Version

### OTA CITY Plan on the Promotion of Culture and the Arts

Published March 2026

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