

2010 Neighborhood Summit

Arts and Culture

February 27, 2010

Agenda

- Framing the Topic
- Rating Draft Goals & Critical Questions
- Brainstorming Action Steps
- Session Wrap-Up

FRAMING THE TOPIC

Why Arts and Culture?

- Not one of the original 11 Elements
- Arts and Culture was common response when asked “What Makes a Great City?”
- Over 100 comments from Community Informational Meetings and online survey
- Highest response when asked to prioritize in online survey

Not Just in Cincinnati...

Other Cities frequently including Chapters focusing on Arts & Culture in Comprehensive Plans:

- **Raleigh, North Carolina:** Public Art; Arts and Entertainment Districts; Arts and Cultural Venues; Economic Development through the Arts; Artistic and Cultural Identity.
- **Sacramento, California:** Diversity of Arts and Cultural Facilities and Programs.

Not Just in Cincinnati...

- **Toronto, Ontario:** Public Art.
- **Washington, DC:** *The Inclusive City.* Public events, such as street fairs and parades; incorporating one-percent set-asides for arts; providing space for grassroots and community organizations; creating arts districts, including culinary arts.

What do we mean when we say “Arts and Culture?”

- Both Non-profit and For-profit Entities
- Organizations
 - Large and small
- Facilities
- Individual Artists
- Visual Arts
- Performing Arts
- Community-Based Arts Centers
- Schools
- Festivals
- Public Radio, Public TV
- Design and Marketing Firms

How does Arts and Culture Impact Our Community?

Vibrancy and Growth

- Internationally known anchor arts organizations bring in high-quality talent
- Talent teaches at local universities
- Local universities are a draw to high-quality students
- Artists, organizations, and students help create activity that makes a neighborhood vibrant – Festivals, Galleries, Bars/Restaurants
- Students remain in the community post-graduation

How does Arts and Culture Impact Our Community?

Neighborhood Revitalization

- Neighborhoods pursue artists and arts organizations
- Artists and arts organizations may seek out lower-cost buildings or spaces
- Buildings become renovated, occupied, and have regular activity
- Spurs further development

How does Arts and Culture Impact Our Community?

Youth

- Organizations open their doors to the surrounding community
- Artists and/or employees mentor local youth
- Youth develop talents previously unexposed
- Local Schools (Primary, Secondary, College) allow youth to pursue their talent

Regional Cultural Plan (1999)

- First Regional Arts Plan conducted for Greater Cincinnati.
- Involved Stakeholders from 8 counties; many opportunities for public participation.

Regional Cultural Plan (1999)

- **Plan Priority/Goal Areas**
 - Stimulate cultural development
 - Broaden community participation
 - Fulfill potential in arts education
 - Advance professional development for individual artists and cultural organizations
 - Maximize the impact of cultural facilities
 - Strengthen cultural tourism and promotion
- **Other Key Plan Considerations**
 - Diversity cultural funding
 - Strengthen City of Cincinnati's public art policies & programs

Cincinnati USA Cultural Partnership (2007)

A collaboration of the Greater Cincinnati Foundation, Cincinnati USA Regional Chamber, and Fine Arts Fund

Strategies include:

- **Improving the financial stability** of the arts and culture sector by growing the resources and influence of the sector;
- **Providing leadership across the different organizations** to achieve cost efficiencies and increased sharing of data to drive membership, attendance, participation and earned revenue
- **Enhancing communications and collaboration** among arts and cultural organizations; and
- **Promoting awareness of and participation in** arts and cultural organizations.

Agenda 360

Agenda 360: Enhance and connect the region's arts and culture assets

Council 360: Implementation

- Quality of Place Focus Area – Arts and Culture is one of the planks of this focus area

Arts & Culture Partnership, Created in 2008

- Implementer, Fine Arts Fund

Agenda 360 and Arts & Culture Partnership

- Growing the resources and influence of arts and culture
- Enhancing communications and collaboration within the arts and culture community and the community at large
- Promoting awareness and participation in arts and cultural groups among citizens and visitors
- Increasing the reach and impact of arts education

Arts & Culture Partnership

- Metrics – survey of people, asking about participation, attendance, personal practice
- Portal of information for building cultural engagement
- Better access=better engagement

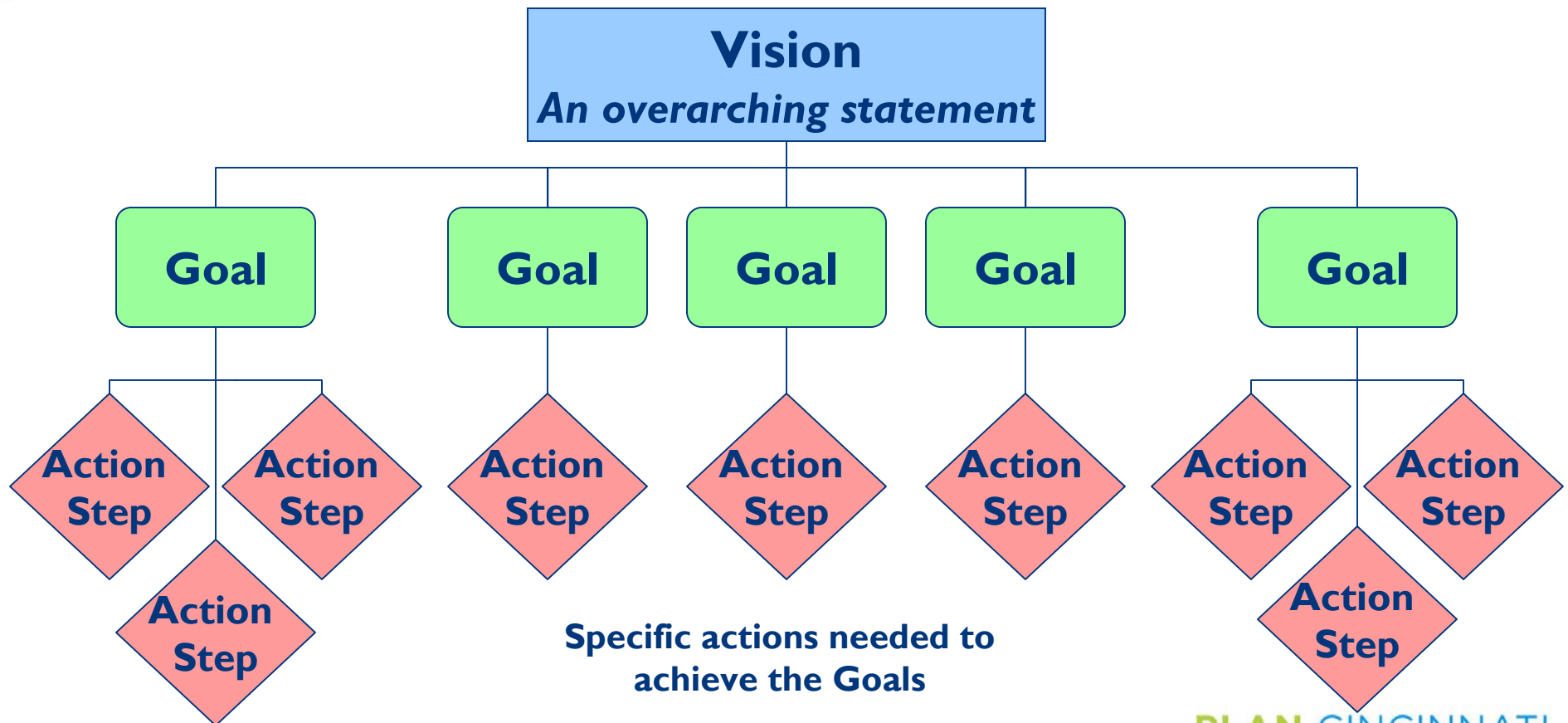
Fine Arts Fund - Ultimate outcomes for the region:

- A more connected and engaged community
- A more vibrant economy

GOALS AND CRITICAL QUESTIONS

Plan Policy Hierarchy

- 3-part structure for plan recommendations

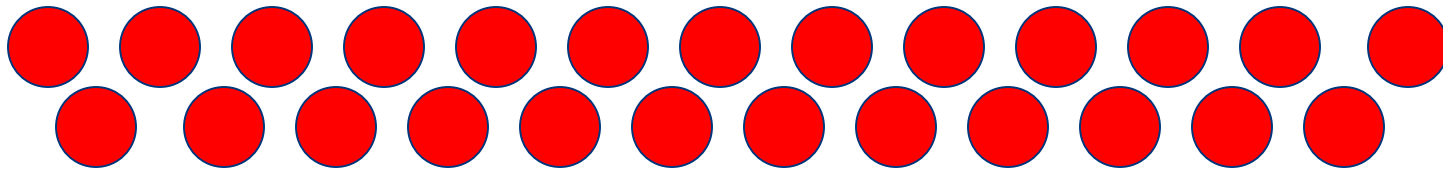


What is a Goal?

- An intended outcome expressed in simple terms
- Represents general concepts
- Doesn't identify the details (what is going to be done, who is going to do it, when it will happen, etc.) ---- That is an Action Step

How were the Goals drafted?

2,700+ Comments from fall Community Informational Sessions
202 additional comments from online survey



Theme Theme Theme Theme Theme Theme Theme Theme Theme



Existing Plans, Studies, Reports
Expertise of City Staff and Consultants



Goal Goal Goal Goal Goal Goal Goal Goal
Goal Goal Goal Goal Goal Goal Goal Goal

Some of Your Comments...

Image and Identity

- “Where is our arts district, Chinatown, Greektown, Germantown, Warehouse District?”
- “Create neighborhood destinations and arts districts.”

Public Art

- “Invest in public art”

Funding and Other Support

- “Increase funding for the arts”

Catalyzing Development

- “Arts institutions create economic impact, especially the small theatres and art galleries.”
- “Leverage the vibrant arts community to create vitality.”

Variety and Accessibility

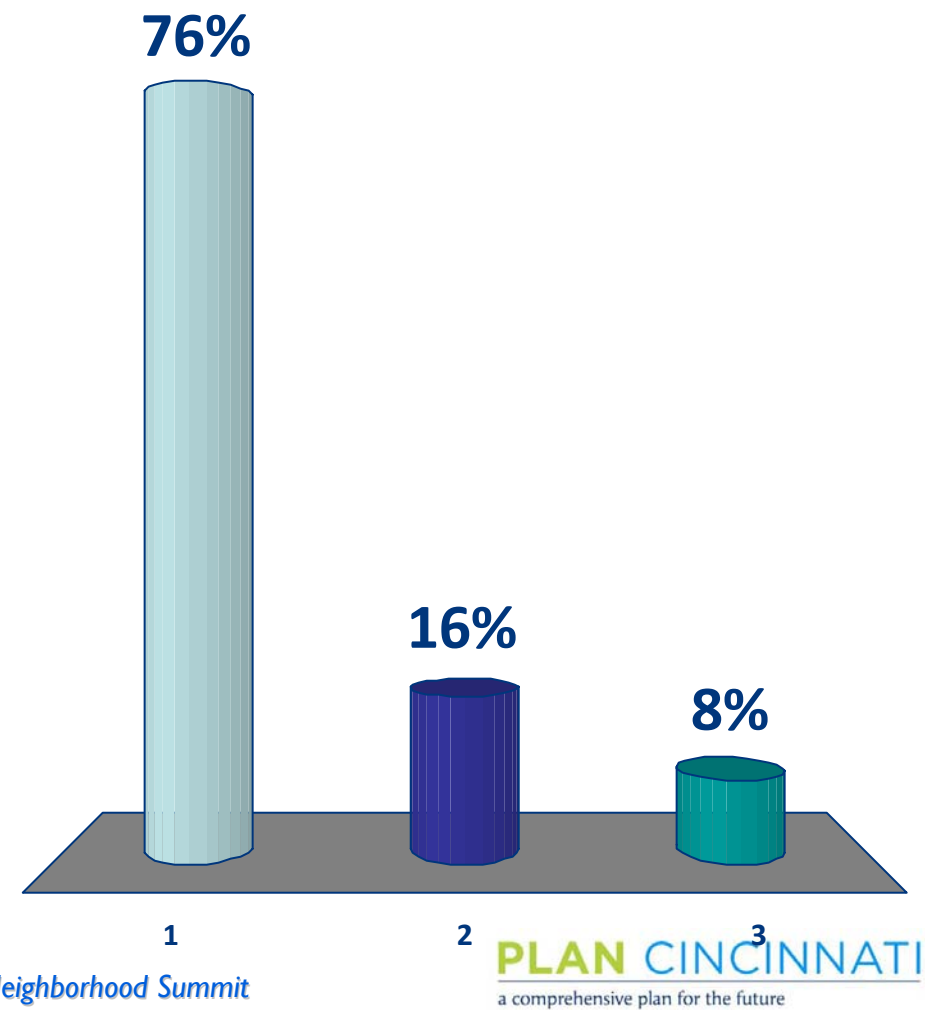
- “Variety of cultural amenities; large and small.”
- “Arts and culture extends well beyond the Big 8. Support and promote ALL.”

Rating the Goals

- Rate the Goals using the keypad
- Scale 1 to 5
- Comment cards for specific feedback on individual goals
- Consider each Goal individually when rating; there is no need to compare them

Test Question: *Where do you live?*

- 1. Inside the City of Cincinnati**
- 2. Outside the City of Cincinnati, but inside Hamilton County**
- 3. Outside Hamilton County**

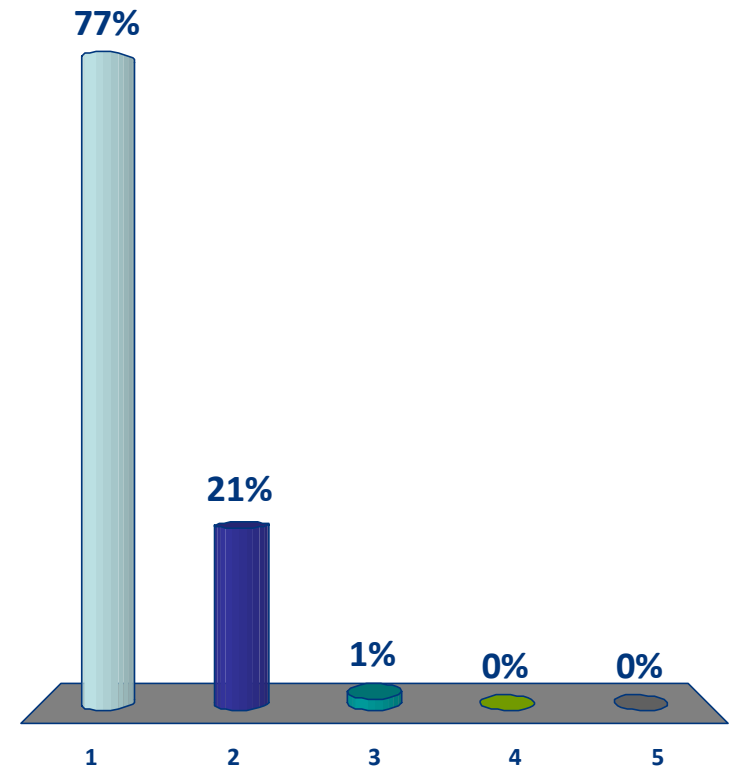


Goal #1

Cincinnati is a destination because of its arts and culture attractions.

How important do you feel this is to the future of Cincinnati?

1. **Extremely Important**
2. **Somewhat Important**
3. **Neutral**
4. **Somewhat Not Important**
5. **Definitely Not Important**

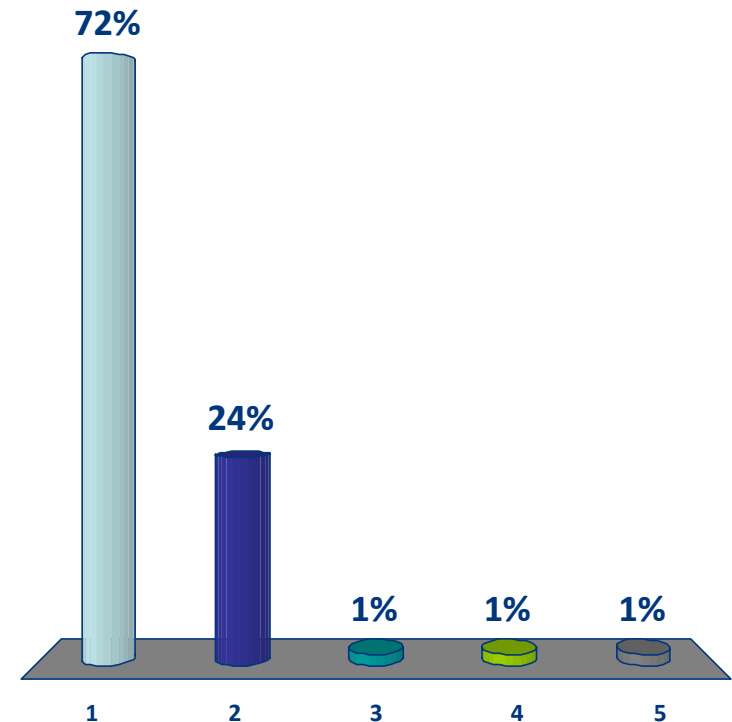


Goal #2

Art is an integral element of our public spaces and buildings.

How important do you feel this is to the future of Cincinnati?

- 1. Extremely Important**
- 2. Somewhat Important**
- 3. Neutral**
- 4. Somewhat Not Important**
- 5. Definitely Not Important**

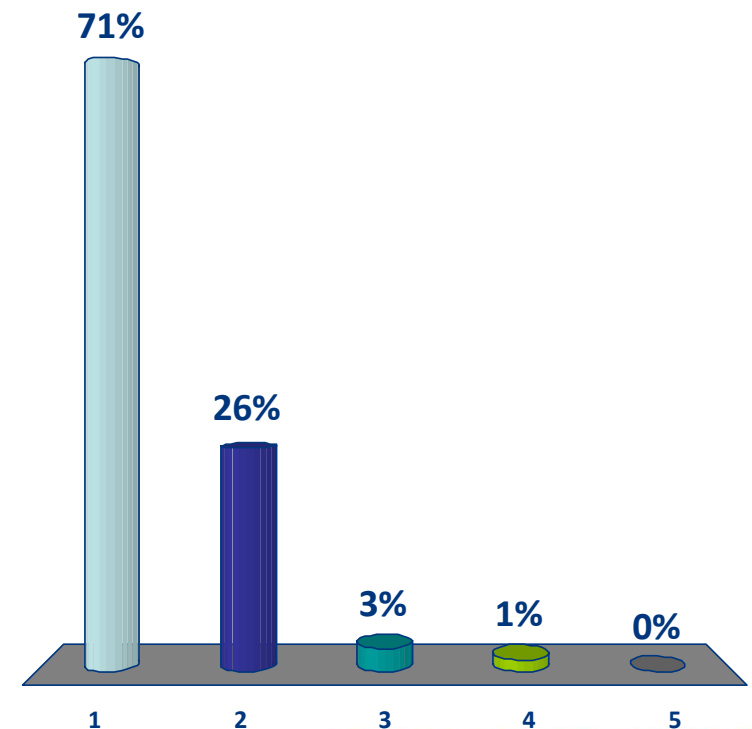


Goal #3

Arts and Cultural uses are a catalyst for development and revitalization.

How important do you feel this is to the future of Cincinnati?

- 1. Extremely Important**
- 2. Somewhat Important**
- 3. Neutral**
- 4. Somewhat Not Important**
- 5. Definitely Not Important**

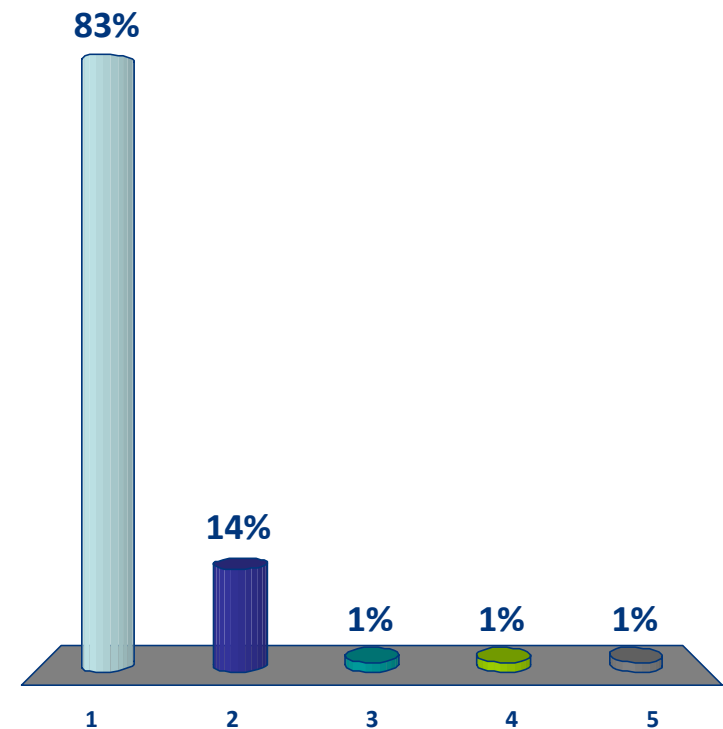


Goal #4

Arts and Cultural opportunities are a balance of large and small and traditional and innovative, and are responsive to community interests.

How important do you feel this is to the future of Cincinnati?

- 1. Extremely Important**
- 2. Somewhat Important**
- 3. Neutral**
- 4. Somewhat Not Important**
- 5. Definitely Not Important**

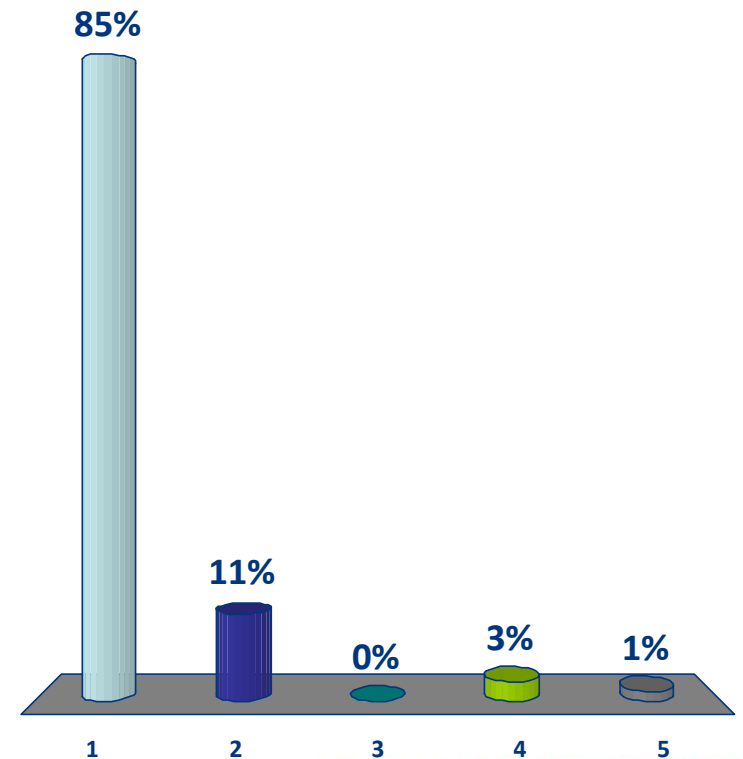


Goal #5

All Cincinnatians have access to Arts and Culture opportunities (location, economic, physical, information).

How important do you feel this is to the future of Cincinnati?

- 1. Extremely Important**
- 2. Somewhat Important**
- 3. Neutral**
- 4. Somewhat Not Important**
- 5. Definitely Not Important**

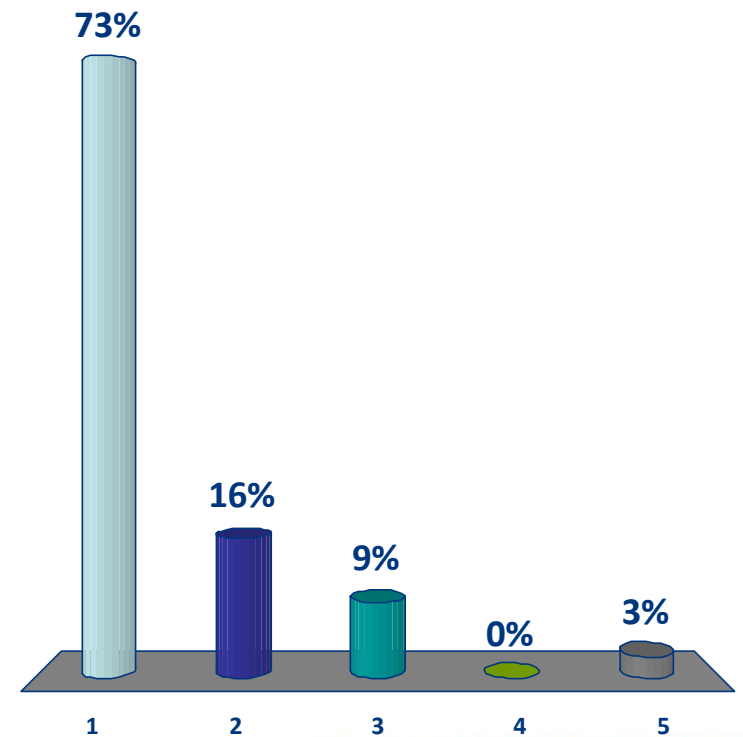


Goal #6

Facilities are well-maintained and respect the surrounding neighborhood.

How important do you feel this is to the future of Cincinnati?

- 1. Extremely Important**
- 2. Somewhat Important**
- 3. Neutral**
- 4. Somewhat Not Important**
- 5. Definitely Not Important**



What is a Critical Question?

“Food for Thought”

- Important issues that Working Groups will take into consideration as they develop and evaluate the Action Steps for each Goal

Answers are not final

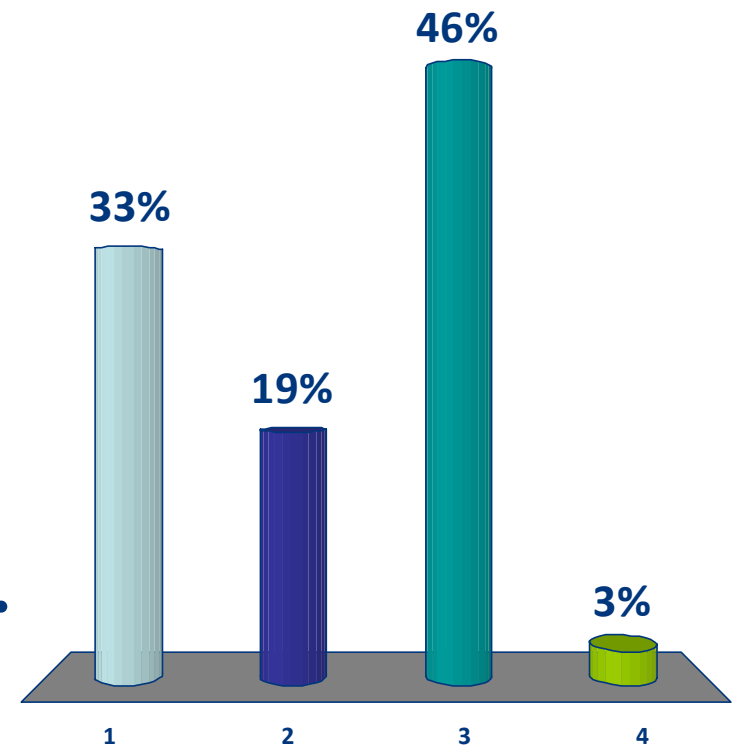
- Sampling of opinions
- Designed to spark discussion, not controversy

Critical Question:

To me, Arts and Culture are primarily:

Select the answer that you agree with most:

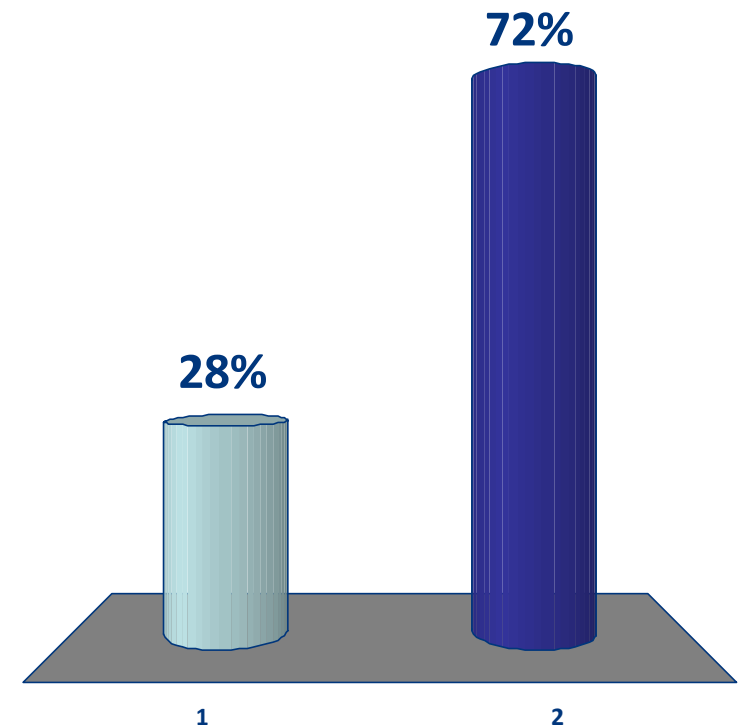
- 1. A way I like to spend my free time.**
- 2. The way I make my living.**
- 3. A way to make my community more vibrant.**
- 4. Not something I do regularly.**



Critical Question:

Select the answer that you agree with most:

- 1. Opportunities to enjoy arts and culture events should be concentrated in the center city.**
- 2. Opportunities to enjoy arts and cultural events should be dispersed throughout the City.**

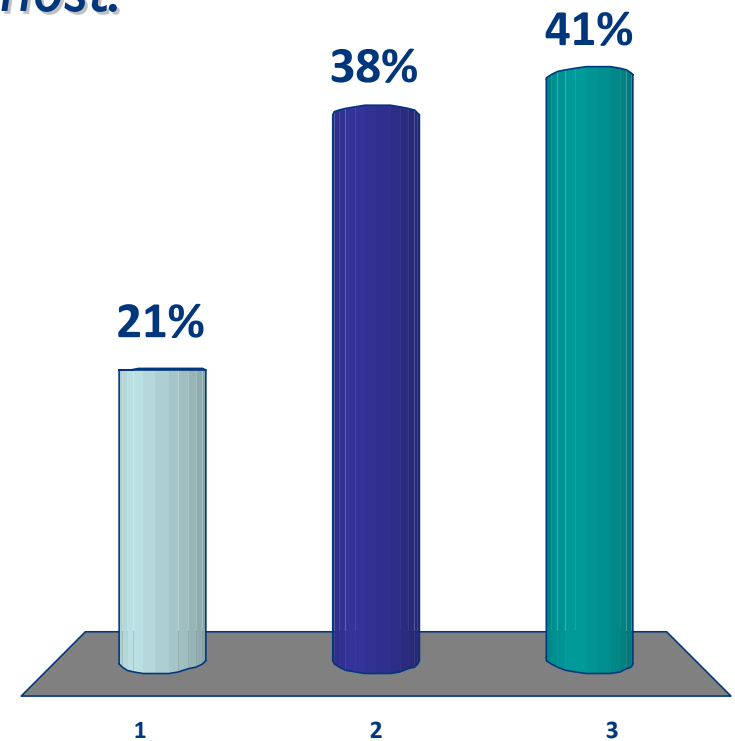


Critical Question:

How should Arts and Culture organizations be primarily funded?

Select the answer that you agree with most:

- 1. Ticket Sales / Membership**
- 2. Public Dollars**
- 3. Charitable Contributions / Foundation Dollars**

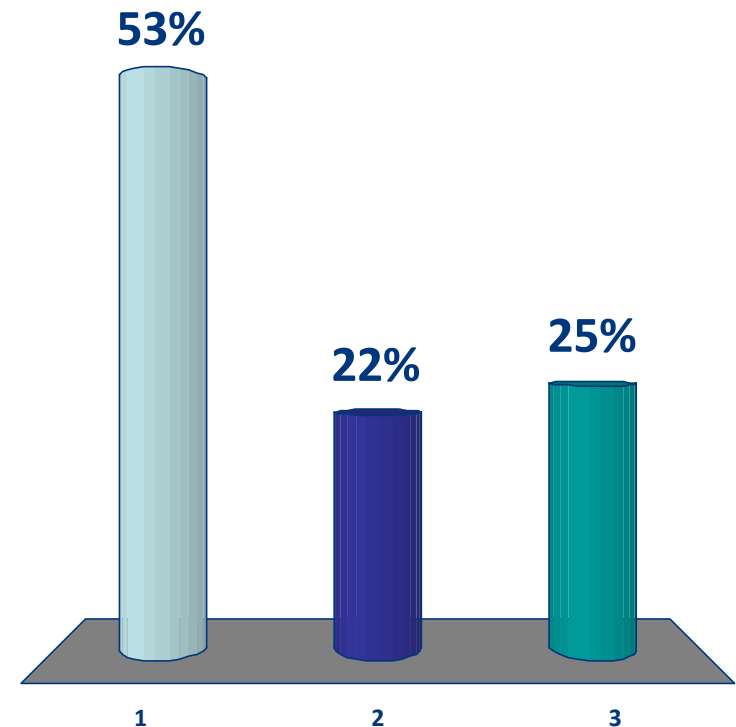


Critical Question:

How should Individual Artists be primarily funded?

Select the answer that you agree with most:

- 1. Ticket Sales / Sale of Work**
- 2. Public Dollars**
- 3. Charitable Contributions / Foundation Dollars**

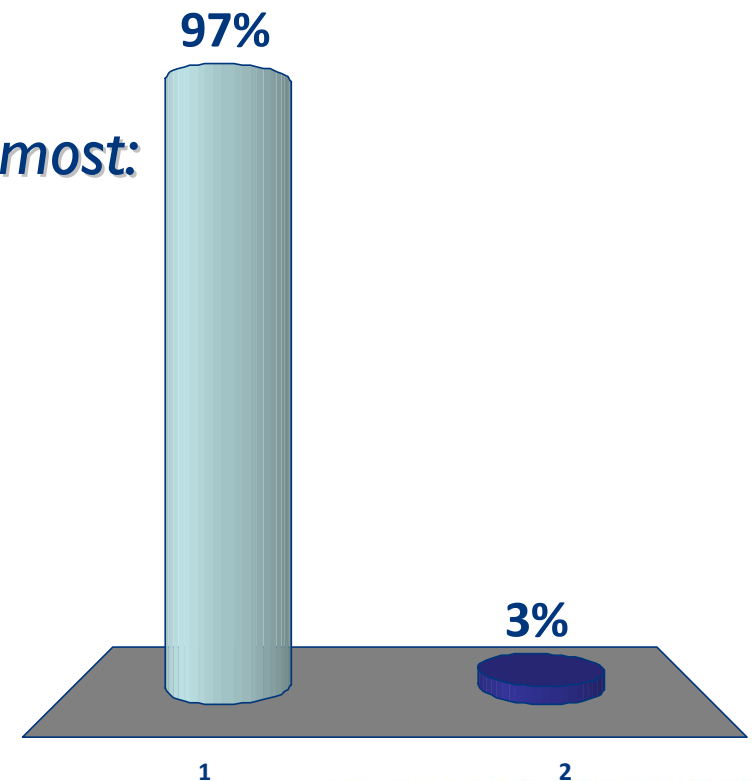


Critical Question:

Would you support a percentage of the City's budget dedicated to Arts and Culture funding?

Select the answer that you agree with most:

- 1. Yes**
- 2. No**



BRAINSTORMING ACTION STEPS

Small Group Discussion Format

- Each table will brainstorm Action Steps for **ONE** draft Goal statement
- Select Table Leader
- Work independently to develop action steps
- Table Leader will record all responses on Reporting Sheets
- Table selects 1-3 Action Steps to be shared during the reporting period as time permits
- Please let everyone at your table have a chance to speak, there are no wrong answers

What is an Action Step?

- Specific tasks need to be done in order to achieve the Goals
- Includes the details
- Action Steps will continue to be developed by the Working Groups
- Provides direct recommended actions for current and future decision makers

Work independently to
develop Action Steps for
your Goal.

Go around the table
and have each person share
an Action Step.
Record all responses on the
Recording Sheet.

Select your table's 1-3 top
Action Steps.

SESSION WRAP-UP

- Please leave all sheets and comment cards on the tables
- Visit the gallery: see additional comments from attendees and sign-up for a working group
- Questions