

IMAGINE

GREATER LOUISVILLE

An Arts and Culture Vision
to Transform the Region



There's LOVE
in Louisville

18th WALNUT

THURSDAY
HOT
SPECIAL

SOUP
ALL DAY

Chili
White
Chili
Chicken
Noodle
Seafood
Gumbo

BREAKFAST
ALL DAY

Fried Potato
& Onions
Grits
Oatmeal
Bacon &
Sausage
(Pancakes & Turkey)

A





1949 – 1st United Arts
Fund in the Country

14 Member Groups

Operating Support





“We know things need to be different,
but we don’t know
what that looks like.”

Increase in competition for **support**

Increase in competition for **ticket sales**

Increase in **restricted gifts**

BOARD’S CHALLENGE TO NEW CEO



In the fall of 2015, the **Fund for the Arts** launched a **community-wide arts master planning process to craft a shared vision** to leverage the tremendous arts and culture assets to help address Louisville and the region’s most pressing challenges and position the region for growth and opportunity.

PARADIGM SHIFT FROM

“How can the community support the arts” to

“How can the arts best serve this community”



BUILDING UPON SUCCESS

Greater Louisville Arts, Culture and Creative
Economy by the Numbers



\$326 million

IN ECONOMIC ACTIVITY WAS
GENERATED BY THE ARTS
AND CULTURAL SECTOR IN
GREATER LOUISVILLE IN 2016



6,000,000

ESTIMATED
ATTENDANCE AT ARTS
AND CULTURAL VENUES



1,800+

ARTISTS LIVING AND
WORKING IN OUR
COMMUNITY

“America’s 20 Most Cultured Cities”

**TRAVEL+
LEISURE**

“Top Music Scene in America”

TIME

Top 14 Places to Visit in 2016



10 Cities that
Creatives Should Move To

COMPLEX

Top Destinations on the Rise



tripadvisor®



Greater Louisville Project

EDUCATION

HEALTH

QUALITY
OF SPACE

JOBS

SUPPORT AND COMPLEMENT STRATEGIC AND COMPREHENSIVE PLANS OF COMMUNITY INITIATIVES SUCH AS

Metro Louisville

Jefferson County Public Schools

Greater Louisville Inc. and One Southern Indiana

Louisville Convention & Visitors Bureau and Southern Indiana Tourism & Visitors Bureau

Arts & Culture Alliance

Louisville Urban League

Greater Louisville Project

MULTI SECTOR STEERING COMMITTEE LED BY CORPORATE LEADER & ARTS/CULTURE LEADER



Artists

Arts Organizations—

Large/Small

Economic Development

Tourism – Regional

School Board, Superintendent

Universities

Community Foundation

Philanthropy

Chamber of Commerce

Corporate Leadership

Neighborhood and Grassroots

Performing Arts Venue

Urban League

Metro Government

Young Professionals



18 MONTHS
3 DOZEN INTERVIEWS
DOZENS OF PUBLIC SESSIONS
NEARLY 5,000 PARTICIPANTS LATER...



**5 Priorities and
Vision Statements**



15 Strategies



**56 Recommended
Actions**

- Help address region's most pressing challenges
- Position the region for growth and opportunity

And

Position arts as a key to a more
successful future

Attract increased investment

WHY?



PRIORITIES

1

ACCESS

2

CULTIVATION

3

EDUCATION

4

DIVERSITY, INCLUSIVITY & EQUITY

5

PROMOTION

ACCESS

Arts, culture and creativity are **fully integrated and accessible in daily life, work and play** across our diverse neighborhoods.

More Art for More People in More Places.



ACCESS

Why?

Accessibility increases participation.

Participation enriches lives and creates stronger social bonds.

Stronger social bonds and community engagement foster a sense of community ownership leading to **safer, healthier communities and greater neighborhood investment.**





ACCESS STRATEGIES

- 1 Infuse arts and culture programming into libraries, parks, and other neighborhood meeting places.**
- 2 Make access to information about arts and culture experiences, programs, and events easy and available to everyone.
- 3 Integrate public art into every community and neighborhood development project.**
- 4 Create arts and culture events and opportunities across the community that are open, accessible, and unintimidating.**
- 5 Develop interdisciplinary operating models for using arts and culture to support community health development.
- 6 Advocate for public support of art.

CULTIVATION

Greater Louisville is a **magnet for artists
and creative professionals.**

Our arts and culture organizations, both institutional
and emerging, **are thriving.**

Our creative industries are growing.



CULTIVATION

Why?

Cultivating artists, creative professionals, arts and culture organizations, at every stage of development is **critical to a thriving local economy.**

Contribute to Greater Louisville's economic activity and growth, **employing thousands** of highly skilled professionals **producing a financial ripple effect.**





CULTIVATION STRATEGIES

1

Create resources, programs, and connection points to support the individual artist community.

Promote local art and artists.

2

Attract, retain, and sustain emerging artistic talent for the Greater Louisville community.

3

Support and cultivate arts and culture organizations to ensure a vibrant and

4

sustainable ecosystem.



EDUCATION

Every child in our community has the opportunity to experience and participate in arts and culture through experiences in their schools, out-of-school programs and with their families.





EDUCATION

Why?

An education rich in arts and culture **prepares students for college and career.**

Students engaged in the arts are **more likely to graduate high school and college.**

Arts and culture participation **facilitates the development of 21st century skills** like creativity and critical thinking — the skills most in demand for today and tomorrow's workforce.



THE KENTUCKY CENTER for the PERFORMING ARTS

Levi
TRAUSS
COMPANY

CARDINALS



EDUCATION STRATEGIES

- 1 Expand out-of-school arts and culture programs to reach every child, with priority on children living in the most at-risk neighborhoods.
- 2 Expand arts and culture integration and exposure in our schools and classrooms.



DIVERSITY, INCLUSIVITY & EQUITY

Cultural equity will **lead the way to a more equitable, diverse and inclusive community** improving the social connectivity and cultural vitality of the region.



DIVERSITY, INCLUSIVITY & EQUITY

Why?

Arts and culture **provide opportunities for shared experiences and exploration of differing perspectives.**

Arts and culture **build understanding and break down cultural barriers,**
leading to more inclusive and equitable communities,
and safer and healthier neighborhoods.



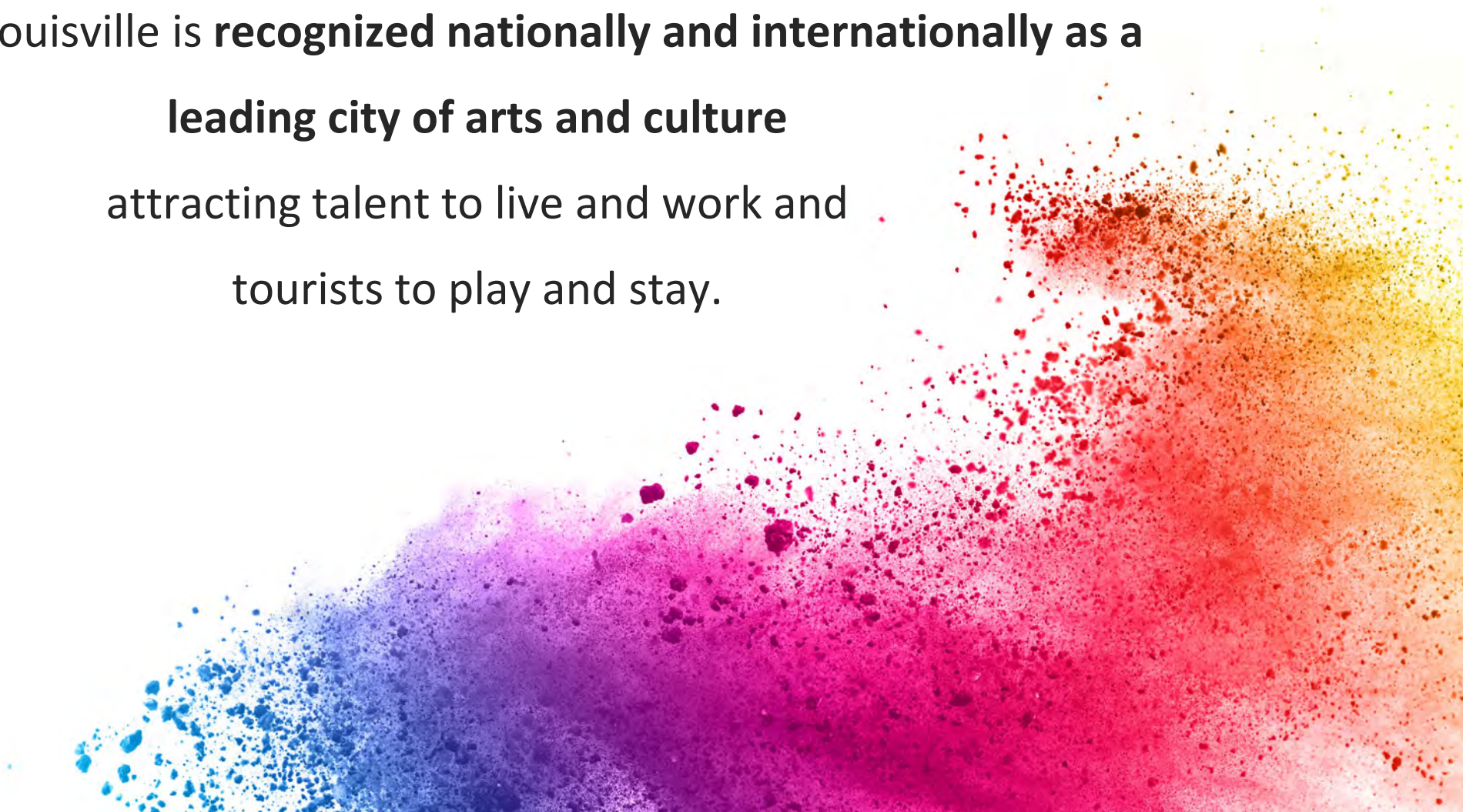
DIVERSITY, INCLUSIVITY & EQUITY STRATEGY

- 1 Promote cultural equity among arts and culture organizations, artists, and funders.



PROMOTION

Greater Louisville is **recognized nationally and internationally as a leading city of arts and culture** attracting talent to live and work and tourists to play and stay.



PROMOTION

Why?

Communities with a wide range of arts and culture opportunities have a

competitive advantage

in attracting tourism and talent,

retaining business and professionals, and

fueling economic growth and innovation.







PROMOTION STRATEGIES

- 1 Create a regional cultural tourism initiative to tell the story of the region's arts and cultural offerings in the context of attracting visitors.
- 2 Position Greater Louisville's arts and culture assets to attract and retain businesses and talent.



OUR HOPE FOR IMAGINE GREATER LOUISVILLE

By connecting the dots between the arts and culture sector and the community's priorities, this will **spark greater collaboration and engagement** of arts and culture as a meaningful partner in community solutions.

We encourage artists, creatives and organizations to ask themselves **how they can best support the shared vision for a stronger community.**

We hope to inspire **greater investment** in the creativity and diversity of the arts and culture sector to **realize our common aspirational vision.**

THE EVOLUTION







ROLE CHANGE

Fund for the Arts expands its role beyond a fundraiser and a funder to a **driver of community impact and collective action.**

- Adopted Imagine priorities
- Expanded support beyond members
- Funding criteria = Imagine priorities

- Yes and . . .
- Community Leadership
- Advocacy
- Capacity Building

THE
EVOLUTION

STRATEGIC
CHANGES

New \$

New donors

New public sector support

Year 1 \$250,000 new from LouMetro

\$250,000 from Community Foundation for artists

Deeper reach into community

Expanded access

Deeper cross-sector partnerships

Broadened support for longtime partners

KEY OUTCOMES

24 Operating Grants for Arts Orgs

100+ project grants

109 artists

855 Locations for Art

75 Nonprofits/Community Centers

37 Libraries

30 Parks and Historic Sites

18 Healthcare and Senior Facilities

450 Schools

2 Million attendance

181,000 out of town visitors

ACCESS

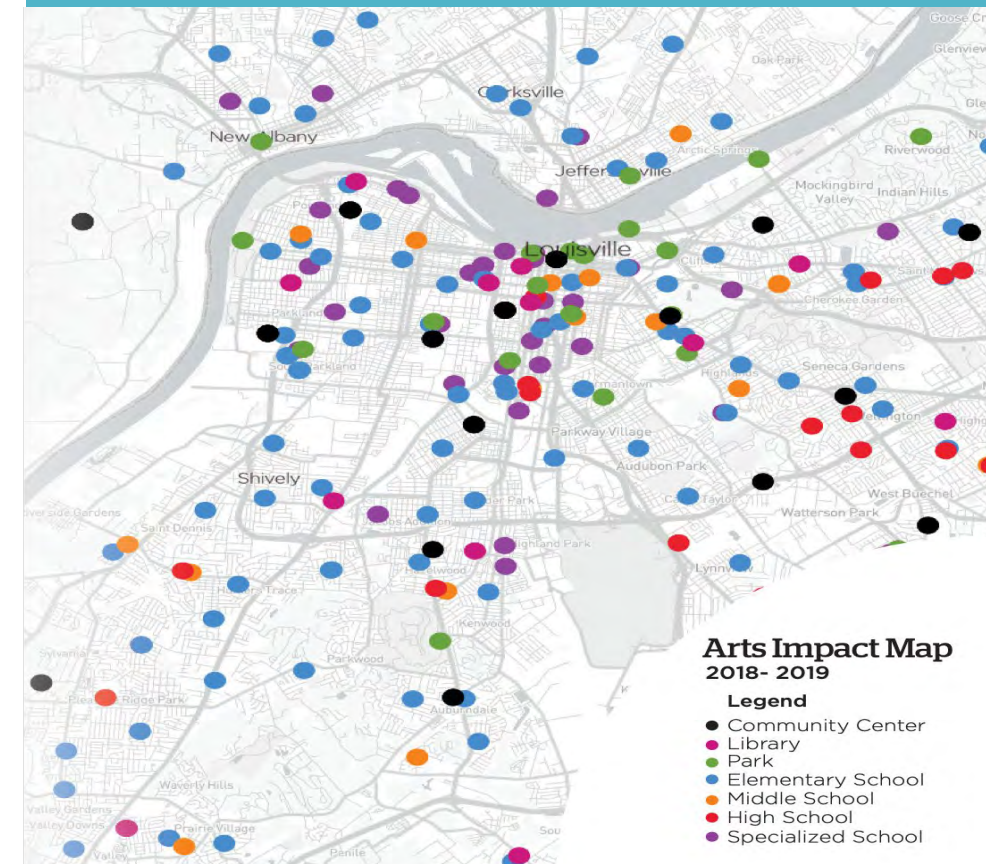




IMAGE: LOUISVILLE BUSINESS FIRST

IMAGINE MURAL FESTIVAL

Smoketown, first African American neighborhood in Kentucky

Neighborhood engagement

Economic development



CULTURAL PASS



CAPACITY BUILDING INTENSIVE





COVID-19

- **Trust and collaboration** already in place
- **Ability to respond quickly** across the sector
- Shared **lessons**, shared **resources**
- Weekly, biweekly meetings and **Town Hall forums**

- **Advocated as a collective** (arts groups, large, small, artists, venues) for public support
- **\$500,000+ in COVID relief** from local government for local arts groups
- Arts included in **\$75 million for nonprofits** at state level
- **Active local coalition** in Save our Stages



Justice for Breonna Taylor



I AM
A MAN

BLACK



RACIAL RECKONING

In 2018, **Racial Equity Taskforce and DEI Grants** established

Trust established and commitment known

Fund for Black Artists

Healing Projects to help promote healing, understanding and change.





EXAMPLES OF IMPACT FROM OTHER CITIES

ECONOMIC DEVELOPMENT

ARTS AND HEALTH

ARTS AND EQUITY

ARTS AND JUSTICE

ARTS AND AGING

ARTS AND NEIGHBORHOODS

ARTS AND SAFETY

ARTS AND EDUCATION



Arts & Healing



Arts & Downtown



Arts & Neighborhood





Arts & Equity



Arts & Education

	LOUISVILLE MSA	SOUTH HAMPTON ROADS
Population (2020 census)	1,395,855	1,181,000
Government	Merged city county + 5 counties IN + 3 counties KY	5 cities, 3 counties, 3 inc towns
Key Industries	Logistics, Healthcare, Food & Beverage Humana, YUM, Brown-Forman	Maritime, Military, Healthcare, Education Dollar Tree, Sentara, Smithfield Foods
Educational Attainment	35% Bachelors Degree +	33%
Racial Demographics	32%	43%
Large Arts Groups	Speed Art Museum Louisville Orchestra Actors Theatre of Louisville Louisville Ballet Kentucky Opera StageOne Childrens Theatre	Chrysler Museum of Art Virginia Arts Festival Virginia MOCA Virginia Opera Virginia Stage Company Virginia Symphony



Arts Alliance

FUND FOR THE ARTS & ARTS ALLIANCE

CONVENORS

ADVOCATES

FUNDRAISERS

GRANTMAKERS

COMMUNITY CONNECTORS

LEADERS

STRATEGISTS

HOW CAN THE COMMUNITY SUPPORT THE ARTS?

TO

HOW CAN THE ARTS BEST SERVE THIS COMMUNITY?



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IMAGINE

SOUTH HAMPTON ROADS

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