IMAGINE

GREATER LOUISVILLE

An Arts and Culture Vision
to Transform the Region
There's LOVE in Louisville
1949 – 1\textsuperscript{st} 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
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”

“Top Music Scene in America”

Top 14 Places to Visit in 2016

10 Cities that Creatives Should Move To

Top Destinations on the Rise
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. . .
• 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
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.**
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.**
   Make access to information about arts and culture experiences, programs, and events easy and available to everyone.

2. **Integrate public art into every community and neighborhood development project.**

3. **Create arts and culture events and opportunities across the community that are open, accessible, and unintimidating.**

4. **Develop interdisciplinary operating models for using arts and culture to support community health development.**

5. **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.

2. Promote local art and artists.

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

4. Support and cultivate arts and culture organizations to ensure a vibrant and 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.
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.
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.
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
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
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
Smoketown, first African American neighborhood in Kentucky

Neighborhood engagement

Economic development

IMAGINE MURAL FESTIVAL
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
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 & Downtown
Arts & Neighborhood
<table>
<thead>
<tr>
<th>LOUISVILLE MSA</th>
<th>SOUTH HAMPTON ROADS</th>
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<tbody>
<tr>
<td>Population (2020 census)</td>
<td></td>
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<tr>
<td>1,395,855</td>
<td>1,181,000</td>
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<tr>
<td>Government</td>
<td></td>
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<tr>
<td>Merged city county + 5 counties IN + 3 counties KY</td>
<td>5 cities, 3 counties, 3 inc towns</td>
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<tr>
<td>Key Industries</td>
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<tr>
<td>Logistics, Healthcare, Food &amp; Beverage</td>
<td>Maritime, Military, Healthcare, Education</td>
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<tr>
<td>Humana, YUM, Brown-Forman</td>
<td>Dollar Tree, Sentara, Smithfield Foods</td>
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<td>Educational Attainment</td>
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<tr>
<td>35% Bachelors Degree +</td>
<td>33%</td>
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<tr>
<td>Racial Demographics</td>
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<tr>
<td>32%</td>
<td>43%</td>
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<td>Large Arts Groups</td>
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<tr>
<td>Speed Art Museum</td>
<td>Chrysler Museum of Art</td>
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<tr>
<td>Louisville Orchestra</td>
<td>Virginia Arts Festival</td>
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<tr>
<td>Actors Theatre of Louisville</td>
<td>Virginia MOCA</td>
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<tr>
<td>Louisville Ballet</td>
<td>Virginia Opera</td>
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<tr>
<td>Kentucky Opera</td>
<td>Virginia Stage Company</td>
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<tr>
<td>StageOne Childrens Theatre</td>
<td>Virginia Symphony</td>
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HOW CAN THE COMMUNITY SUPPORT THE ARTS?

TO

HOW CAN THE ARTS BEST SERVE THIS COMMUNITY?
• 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
IMAGINE

SOUTH HAMPTON ROADS
An Arts and Culture Vision to Transform the Region