



DATE: January 10, 2019

ISSUE SUMMARY:

Approval of 2019 Arts, Culture, and Creative Placemaking Strategy

FROM: Stephen Causby, Manager, Community Partnerships Group

IMPORTANCE:

The ARC took on arts and culture planning as an agency program area in 2012, after the dissolution of the Metro Atlanta Arts and Culture Coalition (MAACC). Since that time, the ARC developed a set of core arts programs but did not finalize a formal strategy for how arts and culture could be incorporated throughout the agency's work.

In 2018, the Community Partnerships Group of ARC worked to engage hundreds of stakeholders throughout the region including arts leaders, elected officials, nonprofit and business leaders as well as several ARC staff and board members, to create a plan that recognizes arts and culture's transformative role in addressing broader civic issues. The process was led by staff with a 28-member steering committee of leaders and the nationally-recognized firm Civic Moxie of Boston and resulted in the ARC Arts, Culture, and Creative Placemaking Strategy.

The 2019 ARC Arts, Culture, and Creative Placemaking Strategy, is structured as follows:

- **Description of the planning process** that includes how stakeholders and the public were engaged in the creation of the plan. This included a 28-member steering committee, monthly small group meetings of ARC managers, one-on-one interviews with key ARC staff and regional leaders in arts, business, government and philanthropy, four public meetings in Gwinnett, Clayton and Cobb counties, and the City of Atlanta, several Civic Dinners, and an online survey. The overview also provides context on the arts and cultural environment in the region.
- **An Overview of the Current Core Arts and Culture Programs at the ARC**, including a summary of feedback on the Arts Leaders of Metro Atlanta, Atlanta Regional Public Art Program, and the Cultural Forums. The summary also includes a SDOC (Strength Deficiencies, Opportunities, Constraints) analysis.
- **A Vision for Arts, Culture and Creative Placemaking** work at the ARC, including a framework, goals, and recommendations for translating this plan to action. Recommendations are organized under five over-arching goals with an implementation chart that clearly designates action items, key players, necessary resources, evaluation metrics, and prioritization.

First read by CRC on 1/10/19 and ARC on 1/23/19; adoption by CRC on 2/14/19 and ARC on 2/27/19.

- **Case studies** that provide guidance and models for how ARC can move forward with implementing recommendations in the plan.

ACTION REQUIRED: Adoption of the 2019 Arts, Culture, and Creative Placemaking Strategic Plan is recommended.

First read by CRC on 1/10/19 and ARC on 1/23/19; adoption by CRC on 2/14/19 and ARC on 2/27/19.

**RESOLUTION BY THE ATLANTA REGIONAL COMMISSION
TO APPROVE THE ARTS, CULTURE, AND CREATIVE PLACEMAKING PLAN**

WHEREAS, since 2012 the Atlanta Regional Commission has included arts and culture planning as a focus area;

WHEREAS, ARC has implemented arts and culture programming for six years and has developed institutional relationships with the arts and culture community;

WHEREAS, ARC seeks to improve the region's quality of life, improve and maintain infrastructure, support job creation and economic progress for all areas of metro Atlanta;

WHEREAS, the ARC is a national leader in supporting arts and culture within a regional commission;

WHEREAS, ARC is respected for its leadership in arts and culture in metro Atlanta;

WHEREAS, ARC has convened a diverse group of regional stakeholders from September through December 2018 to develop a new strategy to support the incorporation of arts and culture across issues areas at the ARC;

NOW, THEREFORE, BE IT RESOLVED that the Commission supports adoption of the Arts, Culture, and Creative Placemaking Strategic Plan.