



Atlanta Regional Commission

# Arts, Culture, and Creative Placemaking Strategic Plan

January 23, 2019

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Hapeville



# Arts at ARC - 2012 to Present



- Arts Leaders of Metro Atlanta
- Atlanta Regional Public Art Program
- Cultural Forums

Until 2016, ARC was the only regional commission in the country with arts and culture staff.

# The Plan for an Arts Plan

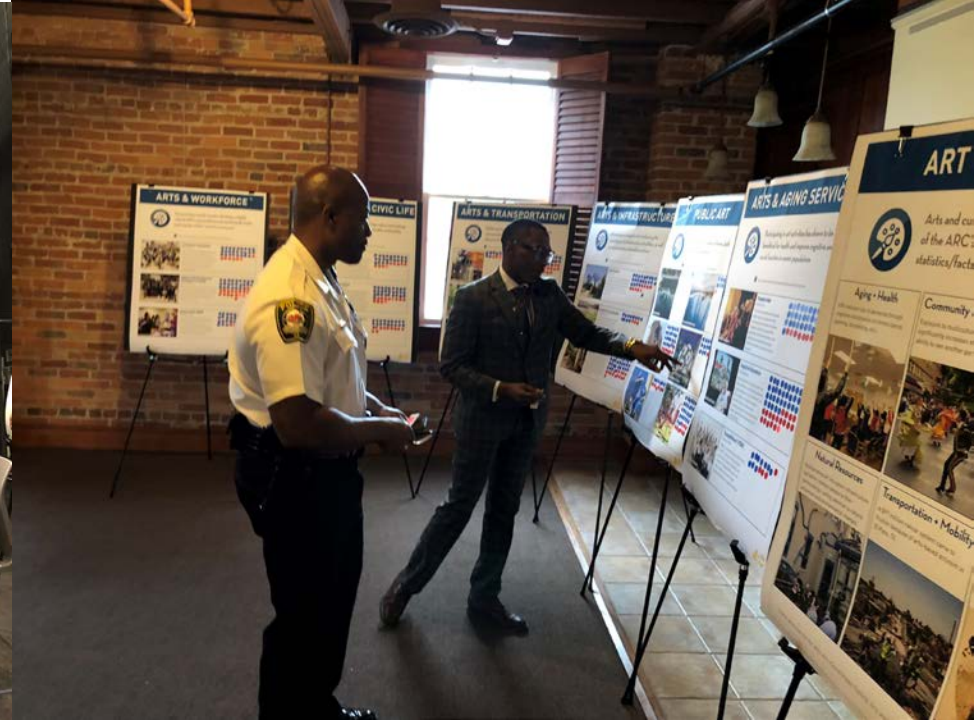
“The plan will set a course for direct arts and culture work as well as articulating how the rest of the agency intersects with arts and culture.”

- Expand programmatic to planning
- Plan for whole agency, not just one person
- Include Creative Placemaking

# Strategic Plan Process

- Hire CivicMoxie
- Assemble Steering Committee
- Engage, engage, engage


CivicMoxie  
experts in place



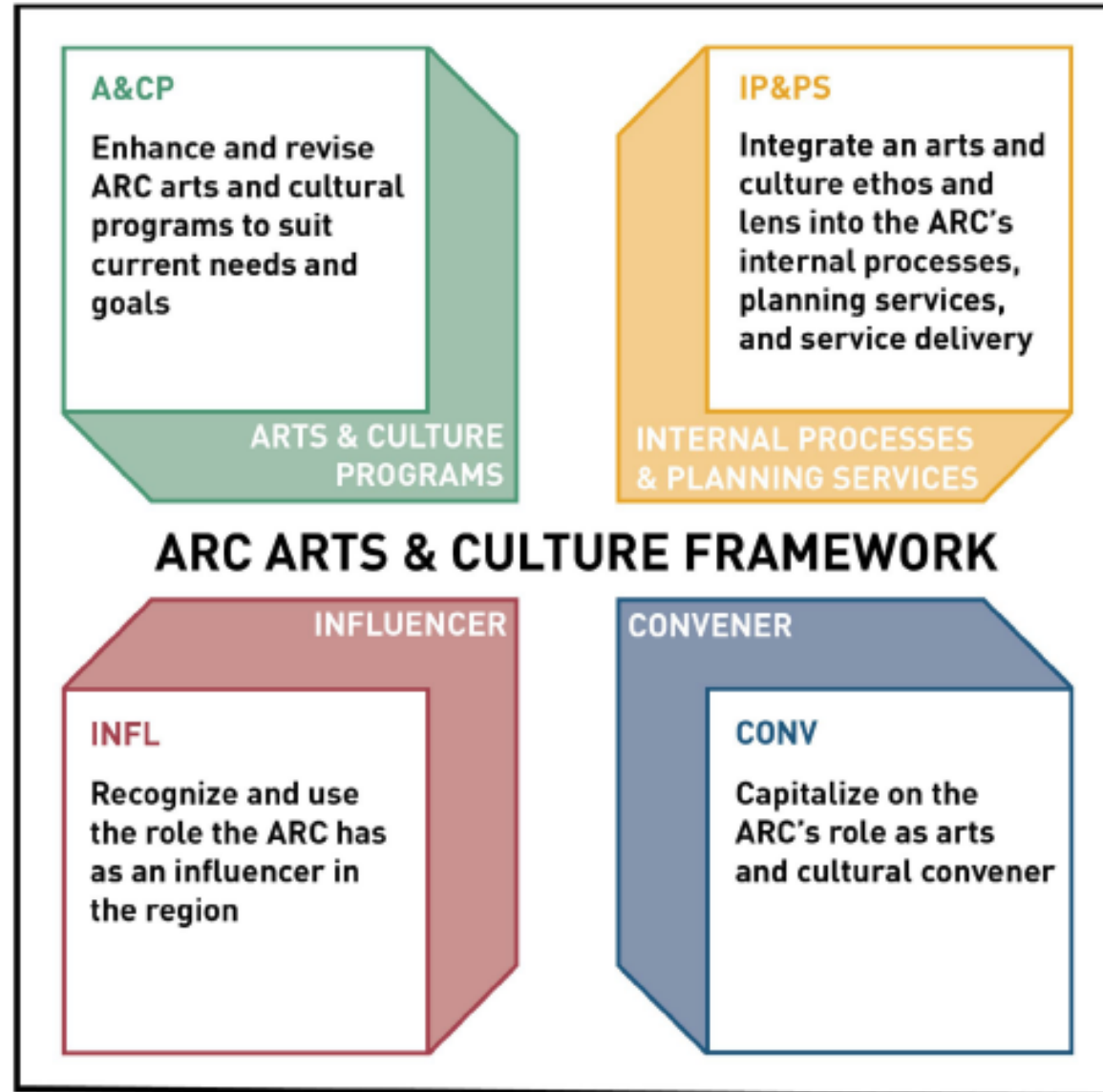


# Our Vision

*Metro Atlanta values arts and culture as essential for building a thriving, inclusive, and economically healthy region, and recognizes its transformative role in addressing broader civic issues.*



# Framework



# Goals & Key Recommendations

Support and impart the region's diverse cultural practices and traditions as key elements of a regional identity.

▶ Revisit Regional Public Art Program

Advocate for artists, creatives, and arts and cultural organizations to have a seat at the table to enhance holistic thinking and innovative solutions.

▶ Regional arts and culture leadership and training programs

Promote and utilize arts, culture, and creative placemaking as a critical part of planning across disciplines and geographies in an integrated approach.

▶ "Community of the Arts" Initiative  
▶ Artist/Creative-in-Residence

Incorporate arts and culture into the ARC's day-to-day operations and contribute to a greater understanding of its regional impacts.

▶ Case Study Catalogue  
▶ "How-To" Kits

Encourage a collaborative and inclusive ecosystem of arts, culture, and creative placemaking in metro Atlanta.

▶ Facilitate regional arts and culture connections

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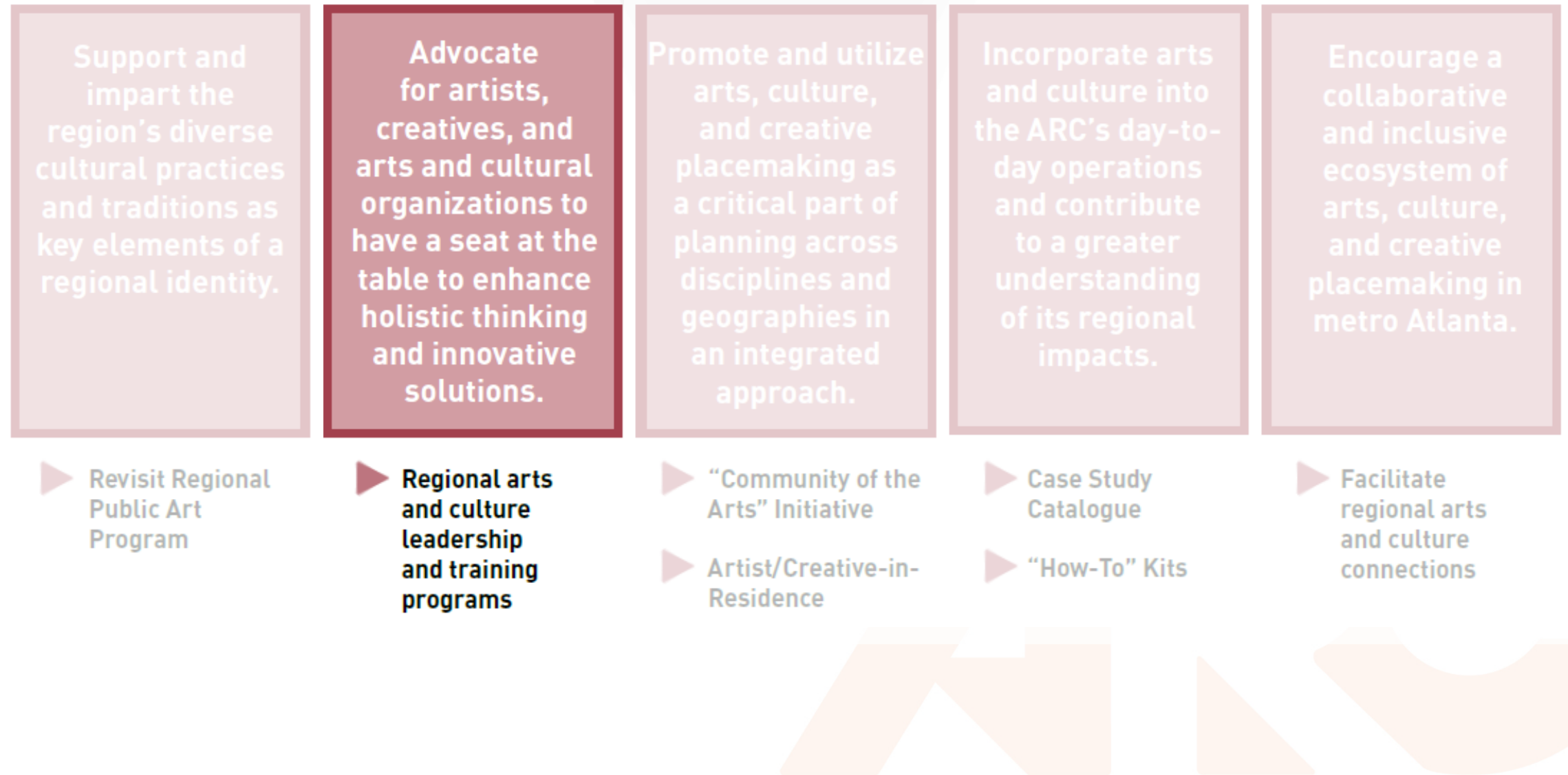
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# Goals & Key Recommendations



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## ***Create a “Community of the Arts” initiative. (IP&PS)***

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# Goals & Key Recommendations

***Provide “How-To” Kits for arts, cultural, and creative placemaking planning and initiatives.***

***(INFL)***

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# Implementation

- Gathering internal/external leaders to develop implementation teams
- Drawing from the steering committee & leadership program alumni





# ARTS, CULTURE, & CREATIVE PLACEMAKING STRATEGIC PLAN

**ARC**  
ATLANTA REGIONAL COMMISSION

DECEMBER 2018

### ALMA Memo Survey

ALMA members were invited to participate in an online survey to help inform the planning for the program and the future of the arts in the region. The survey was open from December 1st to December 15th, 2018. The survey results are summarized in the following sections:

- The role of the arts in the region:**
  - 80% of respondents believe the arts are an important part of the region's identity.
  - 75% of respondents believe the arts are an important part of the region's economy.
  - 70% of respondents believe the arts are an important part of the region's culture.
- The role of the arts in the city:**
  - 75% of respondents believe the arts are an important part of the city's identity.
  - 70% of respondents believe the arts are an important part of the city's economy.
  - 65% of respondents believe the arts are an important part of the city's culture.
- The role of the arts in the community:**
  - 70% of respondents believe the arts are an important part of the community's identity.
  - 65% of respondents believe the arts are an important part of the community's economy.
  - 60% of respondents believe the arts are an important part of the community's culture.

**CONTEXT**

The region's arts and culture scene is vibrant and growing. The region is home to a diverse array of artists, performers, and creative professionals. The region's arts and culture scene is a source of pride and a source of economic development. The region's arts and culture scene is a source of community building and a source of social cohesion.

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### ARC Arts & Culture Framework

The ARC Arts & Culture Framework is a strategic plan for the region's arts and culture scene. The framework is designed to guide the region's arts and culture scene in the future. The framework is designed to guide the region's arts and culture scene in the future.

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### BUSINESS PROGRAM

**Arts & Culture Business Development**

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