

# Bennington Cultural Summit

*The Arts as an Engine of Economic Development*

**February 10, 2013**

Presented by:

Better Bennington Corporation Arts Committee

with support from the Town of Bennington and  
the Bennington County Regional Commission

# What is Cultural Planning?

Cultural planning is undertaken to benefit the broader community—not just a single organization or constituency.

## CULTURAL PLANS MAY INVOLVE:

- art audiences
- arts education
- arts facilities
- artists
- community development
- economic development
- festivals
- financial support for the arts
- historic preservation
- literature
- multiculturalism
- cultural accessibility
- performing arts
- public art
- revitalization
- special public events
- tourism
- urban design
- visual arts

**C**ommunity cultural planning is a structured, community-wide fact-finding and consensus-building process to assess community needs and develop a plan of action that directs arts and cultural resources to address those needs.

All from: *Community Cultural Planning: A Guidebook for Community Leaders*

Craig Dreeszen, PhD

# Why Cultural Planning?

Cultural Planning can result in:

- Improved arts programs
- Enhanced communications among artists and arts groups
- Fuller integration of arts into the community
- Increased visibility for artists and arts groups
- Greater community awareness of the role of arts in economic and community development
- Improved public access to the arts
- Improved cultural facilities
- Increased public and private funding for the arts



# Why Cultural Planning?

Since implementing our cultural plan, public funding for the arts has quadrupled, private funding has doubled, audiences have expanded, and we have reinvented our agency as a regional nonprofit and embarked on major new arts initiatives.

**Bill Bulick, Director**  
Regional Arts & Culture Council  
Portland, Oregon



*89% believe that Santa Monica's arts and culture scene makes the city a better place to raise their children.*

***Creative Capital: A Plan for the Development of Santa Monica's Arts and Culture***



# UNDERSTANDING THE SAN DIEGO REGION

WE MUST UNDERSTAND. THEN WE CAN ACT.

pARTicipate San Diego

ARTS & CULTURE

The Case for Increased Patronage for Arts and Culture in the San Diego Region

A RESEARCH REPORT OF THE ARTS & CULTURE WORKING GROUP OF THE SAN DIEGO FOUNDATION

## summary

### Five Key Findings Define pARTicipate San Diego

From the research, a composite picture of arts and culture in San Diego County emerges, along with perspectives on critical factors to make cultural enhancement a reality. Advocacy and public awareness, arts education, audience development, increased funding and leadership were all identified as issues central to increasing cultural patronage.

#### Key Finding #1: Cultural participation needs to be deepened and expanded

San Diego is far from culturally undernourished. In fact, research says that virtually all San Diegans have a relationship with arts and culture. More than 99 percent personally participate in arts and culture activities and attend at least one such event each year. The challenge is to deepen and expand the ways the community participates in arts and culture, and in turn, to translate that participation into greater resources – larger audiences and greater earned income. A majority of arts and culture organizations have goals for audience development (96%) and marketing (98%), with a particular interest in expanding their education or outreach audiences and increasing the cultural diversity of their audiences.

#### Key Finding #2: San Diego's arts and culture community is under-funded

While San Diego has an arts and culture community of significant accomplishment and moderate size, it is under-funded in comparison to other communities, in a 2000 comparison of 20 cities. Among other measures, San Diego is low in both contributed and earned revenues of arts nonprofits per capita (19th and 17th of 20). A valid case can be made for substantially boosting both financial support and other resources: leadership, facilities, and coordination among institutions and interest groups, to name a few. Other communities that have cultivated resources for arts and culture in a comprehensive manner have seen significant community benefits.

#### Key Finding #3: People care about the arts – two-thirds of San Diegans would be willing to pay more taxes to support arts and culture

This majority would pay at both the \$5 level and the \$25 level, if they knew that the revenues would directly benefit the community's arts and culture activities and facilities. The community must alter the environment for financial support for arts and culture. While the solution to the challenge of cultural development is not merely money, increased funding represents the critical

foundation without which success cannot be achieved. A major increase in financial support will help make San Diego a nationally-competitive center for arts and culture. The funding mission, however, exceeds the capacity of The Foundation alone. While two unsuccessful attempts to expand the hotel tax (Transient Occupancy Tax) through ballot initiatives have failed, research suggests the potential for a two-thirds majority in support of a new tax-based revenue source. The missing element appears to be an effective voter education campaign linked to an appropriate taxing mechanism.

#### Key Finding #4: The region places high priority on increasing arts education

Out of 10 arts and culture features of a community, individual respondents placed highest importance on: 1) providing arts instruction in public school classrooms, and 2) providing arts and culture programs for young people. However, arts education provision in San Diego County is a mixed picture. According to the County Office of Education, 24 of the 42 school districts participate in their San Diego Arts Network, which strives to bring arts and culture back into the classroom. However, only two of those districts have full-time arts education coordinators. The arts and

culture community has identified arts education as the most effective means for increasing cultural patronage, and 87% of arts and culture nonprofits provide arts education and enrichment programs, delivered in-school, after-school and for adult learners – a remarkable amount of community service. Increased funding for these programs and greater commitment to arts education at the school district level is critical to success.

#### Key Finding #5: The San Diego Foundation should be a catalyst to help strengthen the arts and culture community

The Foundation can play a catalytic role beyond grantmaking, in part because of its regional focus. The research consistently demonstrates a mandate for Foundation leadership in funding, providing community leadership and advocacy. As a voice outside the immediate arts and culture community, The Foundation can articulate the community benefits to be gained from further investment. And it can enhance the relationship donors have with arts and culture, while helping attract new donors.

# THE CULTURAL COLLABORATIVE

JUNE 2005

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## *A PLAN FOR SAN ANTONIO'S CREATIVE ECONOMY*



PREPARED BY THE TCC STEERING COMMITTEE  
AND THE CITY OF SAN ANTONIO OFFICE OF CULTURAL AFFAIRS

## EXECUTIVE SUMMARY

### *Introduction*

(Page 9)

Will Rogers called San Antonio one of four unique cities in the United States. Its uniqueness can be traced back to the city's founding and the confluence of cultures that forged a new community. Both separately and collectively, our indigenous and immigrant populations have put their stamp upon the city. It is evident today in our architecture, neighborhoods and celebrations. And it is infused into our way of doing business and quality of life. One might say that San Antonio has a long history of supporting and advancing a creative community. Making the most of this long and colorful history, The Cultural Collaborative reinforces San Antonio's authenticity and lays the groundwork for a vibrant and prosperous future.

*"We need to foster the spirit and practice of enterprise in San Antonio."*

*Executive Committee member*

### ***What is the "Creative Economy"?***

*The creative economy includes the full range of the arts and culture: fine arts as well as popular, ethnic, commercial and design arts. It also includes cultural events, such as festivals and celebrations, concerts and dances in the parks, and the preservation of history and heritage. It encompasses all individuals, businesses and nonprofit organizations that directly or indirectly produce cultural products or services. Also, thinkers and doers trained, whether formally or informally, in specific cultural and artistic skills.*

*Creative individuals include visual artists, performing artists, designers, media artists, film makers, arts educators, craftspeople, architects, writers, production technicians, volunteers and others.*

*Creative businesses include advertising, marketing, architecture, design, digital media, music and dance clubs, art galleries, art-related retail stores, film production and post-production, art-related printing, live theatres, festivals, and others.*

*Creative nonprofits include all types of arts and cultural organizations, historical and heritage organizations, professional and volunteer associations, arts-related departments within a college or university, and others.*

The Cultural Collaborative (TCC) is a plan for San Antonio's creative economy and for the entire community. This plan is innovative in planning for the entire spectrum of San Antonio's creative economy: its nonprofit arts and cultural organizations, its creative businesses, and its creative individuals. As TCC research documents, more than nine of ten San Antonians, of all backgrounds, participate in arts and cultural activities, and they naturally weave them throughout their personal and work lives. TCC is among the first plans of its type to recognize and support this integration. The plan encompasses not only the recognized arts institutions but also the equally vibrant undercurrent of cultural activity flowing throughout the community—nonprofit and commercial, professional and community-based, institutional and individual.

Planning meetings brought about many hours of discussion and lively exchange of ideas resulting in the development of a vision, goal and set of

objectives that describes the type of community that participants would like to strive towards and direct The Cultural Collaborative implementation.



# ***THE Northampton Cultural Plan***



# Northampton Cultural Plan - Goals

- **Community Cultural Leadership** – The city’s cultural community will be organized for communication, advocacy and action on behalf of artists, cultural organizations and the community
- **Municipal Support for the Arts** – City government will increase direct municipal support for the arts as a base and catalyst for local cultural development
- **Arts in the Northampton School District** – Sequential arts instruction, enrichment of other curricula, and interaction with artists will be an integral part of every child’s education



# Northampton Cultural Plan - Goals

- **Artist Information and Services** – An alliance of artists will organize to act on their own behalf
- **Private Sector Support for Local Arts** – An expanded base of businesses and individuals will increase financial and in-kind support for Northampton's artists, cultural organizations and cultural resources
- **Space for Artists and Cultural Organizations: Living, Working, Office and Presentation** – Affordable space for artists and cultural organizations will be available
- **Quality of the Built Environment** – The cultural community will participate in city planning to promote quality design and public art



# Turners Falls, MA - RiverCulture

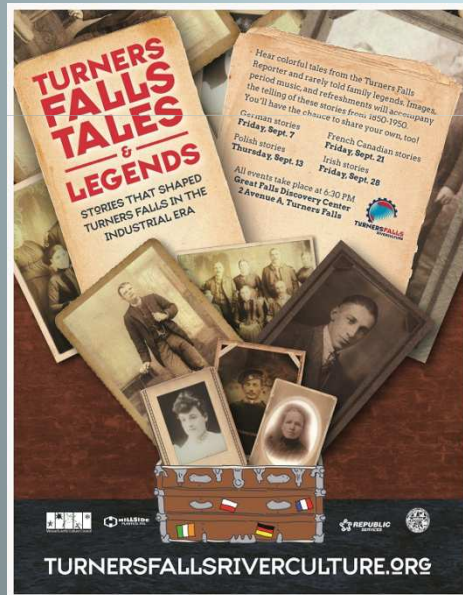


Arts + Recreation + History = **RIVERCULTURE**

## NRP's Alice in Wonderland at the Shea

### Opens February 15

[Home](#) [Calendar](#) [Arts](#) [Culture & History](#) [Recreation](#) [Maps & Tours](#) [Local Businesses](#) [About RiverCulture](#)



### TURNERS FALLS TALES & LEGENDS

STORIES THAT SHAPED TURNERS FALLS IN THE INDUSTRIAL ERA

Hear colorful tales from the Turners Falls reporter and rarely told family legends. Images, the telling of these stories from 1830-1930. You'll have the chance to share your own, too!

- Czech stories Friday, Sept. 7
- Polish stories Thursday, Sept. 13
- French Canadian stories Friday, Sept. 21
- Irish stories Friday, Sept. 28

All events take place at 6-30 PM  
Great Falls Discovery Center  
2 Avenue A, Turners Falls

TURNERSFALLSRIVERCULTURE.ORG



## TURNERS FALLS BLOCK PARTY AND FASHION SHOW

### SATURDAY

# AUGUST 14

## 2-8PM

FEATURING **PRIMATE FIASCO**

[www.turnersfallsriverculture.org](http://www.turnersfallsriverculture.org)

## What is RiverCulture?

RiverCulture is a dynamic partnership of leaders from the Turners Falls arts, cultural and business communities joined together to promote and enhance the wide variety of cultural activities that Turners Falls has to offer residents and visitors.

We are the proud recipient of the 2011-12 [Massachusetts Commonwealth Award](#) for Creative Community. Given every two years by the Massachusetts Cultural Council, the Commonwealth Awards shine a spotlight on the extraordinary contributions that arts and culture make to education, economic vitality, and quality of life in communities across the state.

## Our Mission

RiverCulture works to strengthen the creative and cultural industries in the Turners Falls area. We believe that experiencing arts and cultural activities significantly enhances quality of life and is a vital component to a healthy community. By highlighting our heritage and many local assets as we cultivate creative endeavors, we intend to engender a strong sense of place.

## Our Goals

- Build a strong, cultural community that contributes to the success of its partner organizations.
- Build a strong, diverse base of support for cultural economic development among community, political, cultural, educational and business leaders.
- Establish art and culture as a highly visible element of the region's identity.
- Establishing an environment that attracts businesses, residents and visitors to Turners Falls.
- Foster live/work/retail space, studios and new arts facilities in available properties throughout Turners Falls

## The project accomplishes this through

- Hosting and promoting cultural events
- Spearheading cooperative marketing efforts
- Collectively branding and presenting our area's best cultural resources to the public
- Maintaining a website as a central resource for event and cultural information for use by residents and visitors
- Serving as a forum for the RiverCulture Partners to convene around shared topics
- Serving as a platform to address local social issues through cultural means
- Producing printed materials promoting our resources
- Actively participating in the town's economic development initiatives
- Analyzing the various impacts of cultural events on our community

## Events for February 2013

[< January 2013](#)

[February 2013](#)

[March 2013 >](#)

### [1940's Hit Parade](#)

Feb 1, 2013 (7:00pm - 9:00pm)

### [Equalites @ Deja Brew Pub](#)

Feb 1, 2013 (9:30pm - 12:00am)

### [Valentine's Party @ the Carnegie](#)

Feb 2, 2013 (10:30am - 12:00pm)

Free

### [Happy Groundhog's Day! At GFDC](#)

Feb 2, 2013 (10:30am - 11:30am)

free

### [Triple S and Sexy Scribes Speaking](#)

Feb 2, 2013 (3:00pm - 10:00pm)

Free

### [Square Dance @ the Grange](#)

Feb 2, 2013 (7:00pm - 10:00pm)

### [Colin Boutwell @ BTU](#)

Feb 2, 2013 (8:00pm - 11:30pm)

no cover charge

### [Have a say in the future of Turners Falls!](#)

Feb 5, 2013 (6:00pm - 9:00pm)

All members of the community are invited

### [Karaoke at Between the Uprights](#)

Feb 6, 2013 (9:00pm - 12:00am)

free

### [Music and Movement](#)

Feb 7, 2013 (10:00am - 11:00am)

free

# CHICAGO CULTURAL PLAN 2012

Create + Collaborate + Innovate

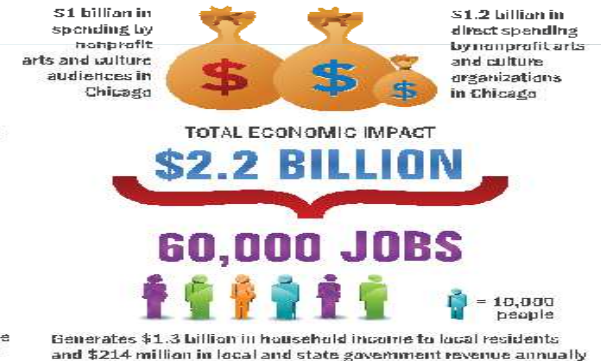


The Department of Cultural Affairs and Special Events launched the Chicago Cultural Plan 2012 to identify opportunities for arts and cultural growth for the city. A comprehensive public engagement campaign with Chicagoans reaffirmed the role of culture in everyday life. The primary goal of the plan is to **create a blueprint for Chicago to elevate its profile as a global capital for creativity, innovation and excellence in the arts.**

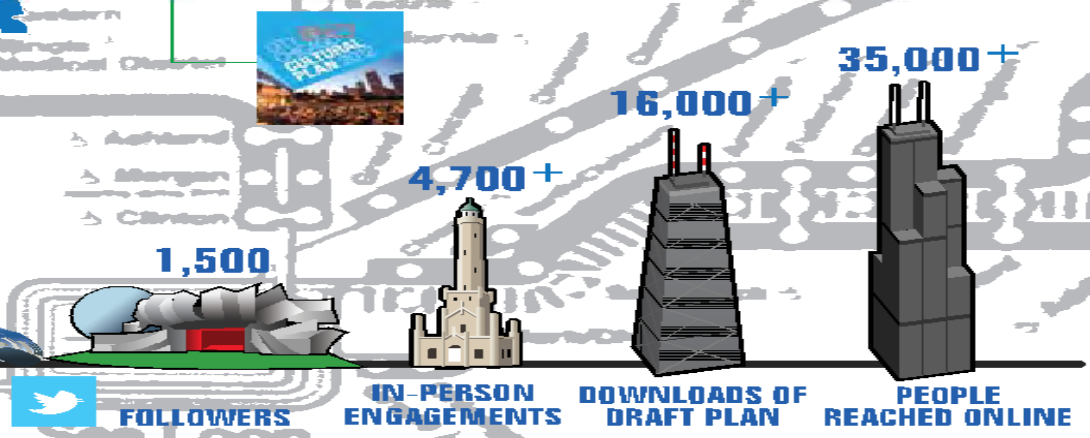
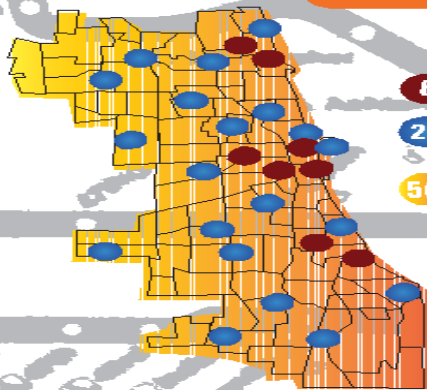
The Chicago Cultural Plan 2012: fulfills initiatives identified in Mayor Rahm Emanuel's Transition Plan; realizes the benefit of culture on broad civic goals like economic impact, quality of life, community development and cultural leadership; encourages cultural participation; and strengthens Chicago's cultural sector. The citywide conversations resulted in **over 200 proposed initiatives**, ranging from solutions that can be achieved in the short-term all the way to the grand aspirations that our residents envision for Chicago's cultural future. The plan outlines **10 priorities that will be addressed for the vision of culture in Chicago to be fully realized.**

## "ART-IFACTS"

Of the nation's 115 million workers, 3.4 percent of all workers are creative, 3.5 percent of workers in Chicago are in the creative industry



## THE CITY IS LISTENING!



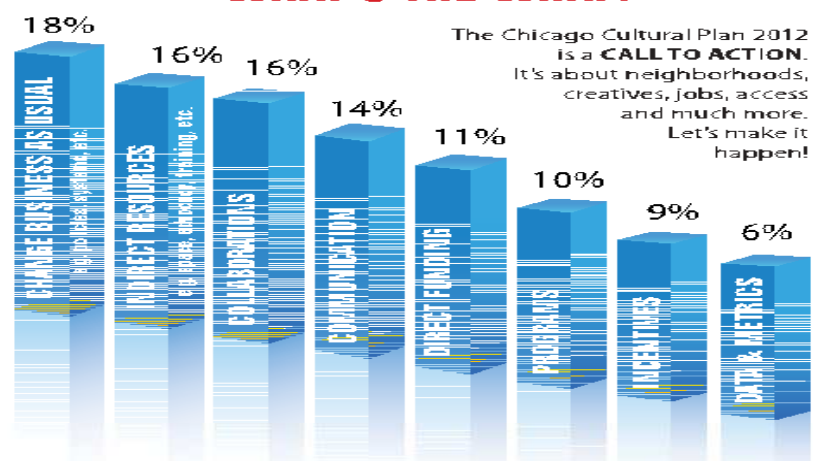
# YOUR CITY. YOUR VISION. YOUR PLAN!



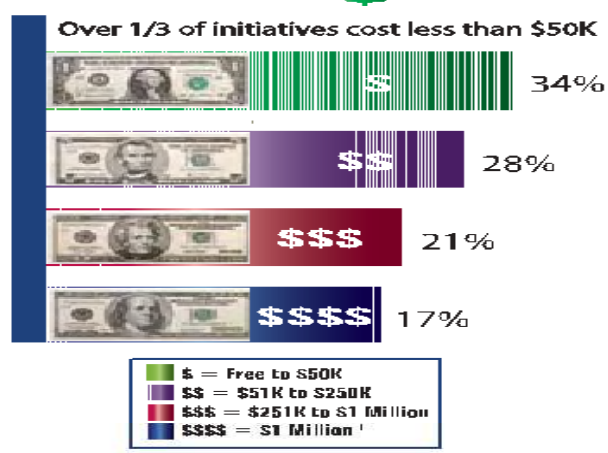
## ★ 10 PRIORITIES

- 1. Foster arts education and lifelong learning**
- 2. Attract/retain artists and creative professionals**
- 3. Elevate and expand neighborhood cultural assets**
- 4. Facilitate neighborhood cultural planning**
- 5. Strengthen capacity of cultural sector**
- 6. Optimize City policies and regulations**
- 7. Promote the value and impact of culture**
- 8. Strengthen Chicago as a global cultural destination**
- 9. Foster cultural innovation**
- 10. Integrate culture into daily life**

### WHAT'S THE WHAT?



### WHAT'S THE \$?



### WHAT'S NEXT?



Sources: Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Chicago, Americans for the Arts; Census Occupational Data, 2000 Census; Choose Chicago; City of Chicago; Inequality Incorporated; Local Cultural Resources

# Bennington Arts & Culture

## SWOT Analysis Exercise

- **Strengths – (Positive, Internal):** Positive attributes currently present in Bennington arts and culture, particularly in comparison to other towns/areas
- **Weaknesses (Negative, Internal):** Local issues or characteristics that limit the current or future growth opportunities for Bennington arts and culture.
- **Opportunities (Positive, External):** Areas within arts and culture where Bennington can remedy its weaknesses or leverage its strengths (learning from others, state-level assistance, marketing, targeted investment, etc.)
- **Threats (Negative, External):** Trends that threaten Bennington's artistic and cultural future and attractiveness to expanded growth, particularly those from outside the area



# SWOT Exercise - Directions

- Assemble with your group – S, W, O, T
- 12 minutes at a station – 3 minute rotation
- 1<sup>st</sup> (Home) station – brainstorm ideas and add to board
- 2<sup>nd</sup> – 4<sup>th</sup> station – group similar thoughts and add additional ideas
- Return to Home Station – 20 minutes – final grouping and prioritization, choose a reporter
- Group Reports – 5 minutes/group

Have Fun!

