

## The City of Marion Arts Commission Strategic Directions

### Background

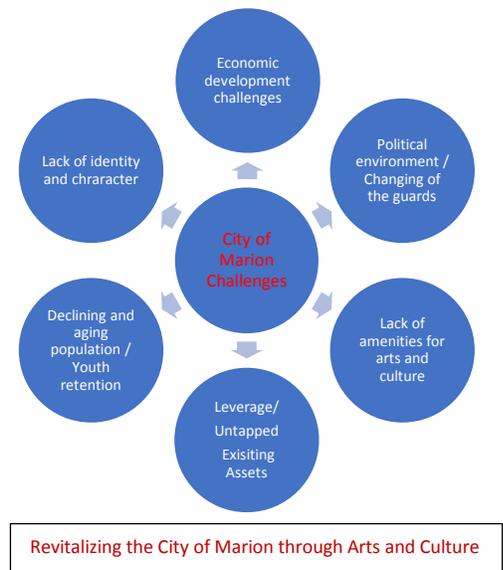
The City of Marion Arts Commission (CMAC) was established in response to an ever-growing need to organize a broad network of artists, art supporters, patrons, business leaders, and arts organizations and facilities in the City of Marion and Grant County. Over the past few months the Commission has discussed its mission and vision for the future and its desire to see a steady period of artistic growth, infrastructure and expansion in our respective communities.

This sets a course of action for CMAC's development in identifying challenges, priorities, short and long-term goals and provide needed leadership that would advance the arts and culture in the City of Marion and Grant County.

This plan highlights the shared responsibility of everyone and the critical role the arts community play in our urban revitalization efforts. The planning process acknowledges that CMAC exists in a dynamic political and economic environment and that we need a comprehensive approach and leverage our existing assets. The most important aspect of the strategic plan is to create a framework within which CMAC can evaluate progress and make course corrections over the next decade.

CMAC will channel the creative energy of the city, manifesting it in a range of artwork and artists' projects that will contribute to shaping the city's visual identity, improve the quality of life for all residents and create opportunities for engagement, connectivity and community building.

CMAC has developed a mission statement that provides a concrete image of the type of institution the CMAC wishes to become, setting a stage upon which CMAC can effectively make decisions, manage its development and formulate future strategic directions.



## Our Mission Statement

The City of Marion Arts Commission champions the arts by investing in a vibrant arts culture while developing and diversifying the economic base. The commission is dedicated to the ongoing goal of connecting the community to the arts and building a vital and ever expanding creative community for the city of Marion's artists, residents and visitors.

## Our Vision

We envision the City of Marion Arts Commission as a catalyst for change in enhancing quality of lives within the communities we serve where arts and culture flourish and artisans are empowered to the fullest.

## Values:

- Integrity
- Innovation
- Collaboration
- Accountability
- Partnerships

## Our PURPOSE:

- **Leadership** in advancing **support for the arts** and culture in our communities
- **Advocacy** in communicating the **value of arts** bring to the City of Marion
- **Provision of resources** for the arts and artists in the **city's creative ecosystem**.
- **Commitment** in charting a future for **Public Art** in the City of Marion



## Our GOALS:

- **Leadership in advancing support for the arts and culture in our communities**
  1. Collaborate with the city departments /council and local government leaders in
    - Policy making and in formulating strategic future directions
    - Cultural planning / city planning / community development
    - Creating a new master plan for the city of Marion anchored in **Public Art**
  2. Understanding and responding to the community's needs, developing long-term strategies, defining goals and objectives & building a strong support network.
    - Placemaking and building quality spaces for the community
    - Effective creation of quality spaces for the community and **integration of placemaking and public art** in city planning and development
  3. Leveraging existing assets
    - Preserving diverse cultural and artistic traditions
    - Enhancing the artistic quality of local arts activities
  4. Strengthen the leadership role of local arts agencies (Fusion Arts Alliance) and provide opportunities for professional development of local artists
  5. Gain support from business leaders from the community by demonstrating ways in which the arts can help them achieve their business goals.
  
- **Advocacy in communicating the value that arts bring to the City of Marion**
  1. Build and strengthen public awareness on the impact of the arts and the creative sector on the quality of life and our community's well-being
  2. Create a unified voice for encouragement of arts support at local and state level at the same time assists the City of Marion and Grant County in its rebranding and marketing efforts.
  3. Foster engagement, diversity, equity, inclusion and artistic growth in the City of Marion and Grant County with engaging arts events and business activities.
  4. Develop stronger connections within the economic development spectrum to boost the arts and creativity sector's capacity to grow and work hand in hand with **different businesses, non-profit organizations and educational institutions** about the importance of supporting the arts as solutions to many societal challenges.
  5. Coordinate programs for partnership that educate citizens about the arts, increases access to the arts, and provide forums that address art-related issues in our community.

- **Provision of resources for the arts and artists in the city's creative ecosystem.**
  1. Facilitate and provide resources for arts, artists and art agencies.
  2. Relentlessly seek funding opportunities both from internal and external sources:
    - Internal Art Fund Generation: *examples*
      - **1% Sales Tax for the Arts** (Pittsburg Model) - or it can be added from utilities or phone companies
      - Create "Art Tax" **Art Education and Access Income Tax** (Portland)
      - **Hotel Tax Art Measure Funding for Arts & Culture** (SF, California)
      - **Public Art Fund/Tax Incentive** – Incentives for building and business developers who would include Public Art in their building projects and designs.
    - External from State and National levels
      - **Grants**
      - **Sponsorships**
      - **Private Donations**
  3. Advance arts and culture in our communities by promoting, ensuring and increasing local public and private funding for the arts
  4. Identify innovative arts programs and non-traditional funding sources to provide opportunities for local artists and art agencies/organizations.
  5. Ensure that all available resources are directed toward organizational efficiency
  
- **Commitment in charting a future for Public Art in the City of Marion**
  1. Effective **integration of placemaking and public art** in city planning by influencing the creation of a new master plan for the city of Marion.
  2. Initiate the development of an "**Arts and Cultural District**" as a strategy to revitalize the City of Marion & Grant County.
  3. Development of "The RIVER" (widen the RIVERWALK) as a center for art events, and business opportunities with provision for PUBLIC ART in strategic places
  4. Utilize "**smart growth economic development**" strategies that is anchored in the arts by building upon existing assets and creating long-term value to attract future investments in our communities.
  5. Build **quality public spaces** that contribute to people's health, happiness and well being, capitalizing on our local community's assets, inspiration and potential through an **effective placemaking process**.

## Public Art Directions . . .

- **Landmark Public Artworks** - CMAC should take the lead in developing a small collection of Landmark Public Artworks - large-scale, signature, permanent works of art located in prominent areas that make strong visual statements about the City of Marion and its neighborhoods and serve as iconic images that represent our creative city.
- **Civic Infrastructure Projects** - CMAC should work with other City departments, as well as relevant outside agencies, to incorporate public art into the City's public buildings and infrastructure (arts-based infrastructure). These projects **should infuse art and creativity into everyday spaces** used by all and reflect the creative culture of Grant County in the City's civic facilities, infrastructure, and systems. Projects can be large-scale and integrated into new construction or they can be smaller, tactical projects that adapt or add to existing facilities and infrastructure.
- **Temporary Projects** – These projects provide new and constantly changing reasons to visit and explore the City of Marion and provide a format for artists to explore and respond quickly to issues of the moment. These projects could be murals, electronic projections, or performance art which are interactive, engaging, and dynamic. This would allow artists to experiment, innovate, and take risks in a temporary format. Also provide smaller-scale opportunities for emerging artists or artists new to public art to explore working in the public realm.

## City of Marion Arts Commission Members

- Chris Kennedy - [chrken@hartson-kennedy.com](mailto:chrken@hartson-kennedy.com)
- Bobby Pittman - [bobbygraypittman@me.com](mailto:bobbygraypittman@me.com)
- Cathy Weatherspoon - [cathy@thrivinggrantcounty.com](mailto:cathy@thrivinggrantcounty.com)
- Eric Helvie - [erichelviestudio@gmail.com](mailto:erichelviestudio@gmail.com)
- Tashema Davis - [tdavis@marion.k12.in.us](mailto:tdavis@marion.k12.in.us)
- Ron Mazellan - [ron.mazellan@indwes.edu](mailto:ron.mazellan@indwes.edu)
- Eric Marshall - [eric@cliquecreative.com](mailto:eric@cliquecreative.com)
- Ken Puckett - [ken@kjpower.com](mailto:ken@kjpower.com)
- Wendy Puffer - [wendy.puffer@indwes.edu](mailto:wendy.puffer@indwes.edu)
- Don Artamas - [donartamas2001@gmail.com](mailto:donartamas2001@gmail.com)