



ROCKFORD REGION CULTURAL PLAN



Public Launch

May 10, 2023

We encourage you
to acknowledge the presence of
the people who came before,
wherever you are.

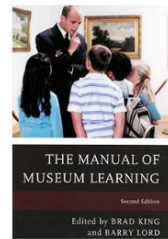
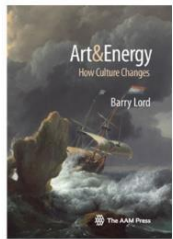
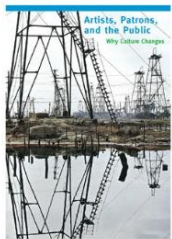
Agenda

1. Welcome
2. Introductions
3. Process Overview
4. Public Engagement
5. Breakout Group Discussion
6. Next Steps

About Lord Cultural Resources

As the leader in cultural consulting services, Lord Cultural Resources relies on a global network of offices in Toronto, Los Angeles, New York, London, Madrid, Dubai, Mumbai and Beijing.

We share our knowledge in presentations, articles and publications.



Project Advisory Council (PAC)

Artist/Union- **Javier Jimenez**

Community Foundation of Northern Illinois – **Dan Ross**

Community Foundation of Northern Illinois- **Jennifer Smith**

City of Rockford- **Mayor Tom McNamara**

City of Rockford – **Barb Chidley**

Coronado PAC- **Beth Howard**

Midland States Bank- **Martasha Brown**

Rockford Public Schools – **Earl Dotson**

Rockford Public Schools – **Ginny Barnett**

Rockford Public Schools – **Maureen Kirschmann**

Rockford Regional Health Council – **Becky Cook Kendall**

Transform Rockford – **Spitty Tata**

Rockford Area Convention & Visitors Bureau- **John Groh**
RAMP- **Eric Brown**

RAMP- **Jackie Sundquist**

RAVE- **Gretchen Gilmore**

Region 1 Planning Council- **Mike Dunn**

Rockford Area Arts Council- **Armando Cardenas**

Rockford Area Arts Council- **Vic Rivera**

Rockford Park District- **Laurie Anderson**

Rockford Park District- **Danielle Potter**

Rockford Park District- **Jay Sandine**

Severson Dells Nature Center- **Asia Peters**

Transform Rockford- **LoRayne Logan**

Winnebago County- **Chairman Joe Chiarelli**

YWCA- **Diego Valdivia**

Your Planning Team



Eve Moros Ortega

Director
Project Lead



Tiffany Lyons

Senior Consultant
Project Manager



Valerie Guevara

Senior Manager Project and
Operations
Engagement



Isabella Rivera

Research & Administrative
Associate
Coordination & Project Support

WHY CREATE A CULTURAL PLAN? ARTS & CULTURE BENEFITS

- **Post-COVID: Arts & Culture will be even more important**
- Data shows impact in multiple sectors:
 - Health: Mental and Physical
 - Social Cohesion
 - Environment
 - Economic Impact
 - \$804.2 Billion contributed to the US Economy annually
 - And many more benefits....

Source: Americans for the Arts



Rockford Region Cultural Plan

The Cultural Plan will:

- **Leverage** Rockford's network of arts attractions & venues.
- **Nurture** Rockford's future cultural leaders, artists, volunteers, and audiences.
- **Support** culture as an engine for a creative economy, attracting and retaining diverse residents and visitors.
- **Position** culture as an integral part of Rockford's overall municipal responsibilities.



cultural plan 2020

Who Participated?

67 Steering Committee Members • 121+ Cultural Assets • 45 Interviews • 100+ Launch Event Attendees • 929 Survey Respondents • 75 Sector Conversation Participants

Vision

We believe that Macon's ethnic, cultural, and creative diversity is the key to ensuring equity, and economic prosperity for all.



Priority A Tourism

Brand Macon as a vibrant, innovative and creative destination.



Priority B Education

Ensure access for all to quality formal and informal arts education



Priority C Creative Industries

Encourage innovation, creative enterprise, and entrepreneurship for artists at all career levels.



Priority D Neighborhood Development

Ensure social equity by helping Macon's many neighborhoods develop their distinctive identities.



Priority E Audience Cultivation

Engage and develop new and existing audiences for Macon's cultural sector.

VISION

We envision Kingston as a city where arts and culture can connect our diverse populations, celebrate our unique energy, educate people about our rich histories, enliven our landscape with public art, provide economic opportunities, and support both long-term and new residents so all can prosper.

PRIORITIES



CREATIVE ECONOMY

Preserve and create affordable space, workforce development, and economic opportunities



CONNECTIVITY AND COLLABORATION

Improve communication and local/regional geographic and organizational partnerships



DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY

Celebrate Kingston's cultural diversity while ensuring equity and inclusion



POLICY AND FUNDING

Strengthen support and policy for arts and culture



CITY OF
KINGSTON
NEW YORK

DALLAS CULTURAL PLAN



Six priorities emerged, and were overwhelmingly confirmed, as crucial to achieving Dallas' vision for arts and culture. They are described here in rank order:

- **Equity** is fundamental to a healthy community and a healthy arts ecosystem. It is the foremost of the six priorities and will be the lens through which the rest of the plan—and OCA's work—will be approached.
- **Diversity, Space and Support for Artists** represent key categories of programs and initiatives through which OCA, other organizations, and funders can serve Dallas's arts and cultural sector and the broader community.
- **A Sustainable Arts Ecosystem** is a broader goal to which the other priorities will contribute.
- Finally, **Communication** supports and promotes all the activity taking place under the banners of the preceding priorities.

OCA vision:

An equitable, diverse and connected community, whose residents and visitors thrive through meaningful arts and cultural experiences in every neighborhood across Dallas.

nearly **9,000** Dallas residents contributing

150+ public, committee, and taskforce meetings

140 Initiatives

31 Strategies

6 Priorities

ONE Coordinated Vision for Dallas' arts and culture

Over a hundred dedicated leaders from throughout Dallas—artists, leaders in arts organizations, business, philanthropy and City government—formed taskforces to ensure that each priority was thoroughly defined and actionable. In six weeks, taskforce members met over 21 times, reviewed hundreds of pages of public input, research from the cultural planning team, and met with other entities in the city tackling their priority. The result is 31 strategies and 140 initiatives designed to tackle the heart of the city's arts and cultural needs.

As new stakeholders emerge throughout the city, new opportunities can be considered to achieve these recommendations and more.

The final Dallas Cultural Plan and an updated Cultural Policy to support the implementation of the Plan will be briefed before the Quality of Life Committee of the Dallas City Council before it is taken to City Council for full approval by the City Council.

These priorities, strategies, and initiatives are the flexible legs on which the Cultural Plan and Updated Policy stand.

OUR **PLANNING** PROCESS

Phase 1: Opportunities Assessment

- Background Review
- Site Tour (March 29-30th)
- Prelim Stakeholder Workshop
- Outreach Strategy
- Market, Trends & Comps
- Preliminary SWOT
- Asset Mapping Planning

February to August 2023

Phase 2: Public Engagement

- Stakeholder Interviews
- Community Workshops
- DIY Conversations
- Intercept Events
- Online Survey
- Asset Mapping
- State of Culture

May to September 2023

Phase 3: Vision, Strategy, Implementation

- Strategy Development
- Implementation Workshops
- Draft Cultural Plan
- Testing Workshop

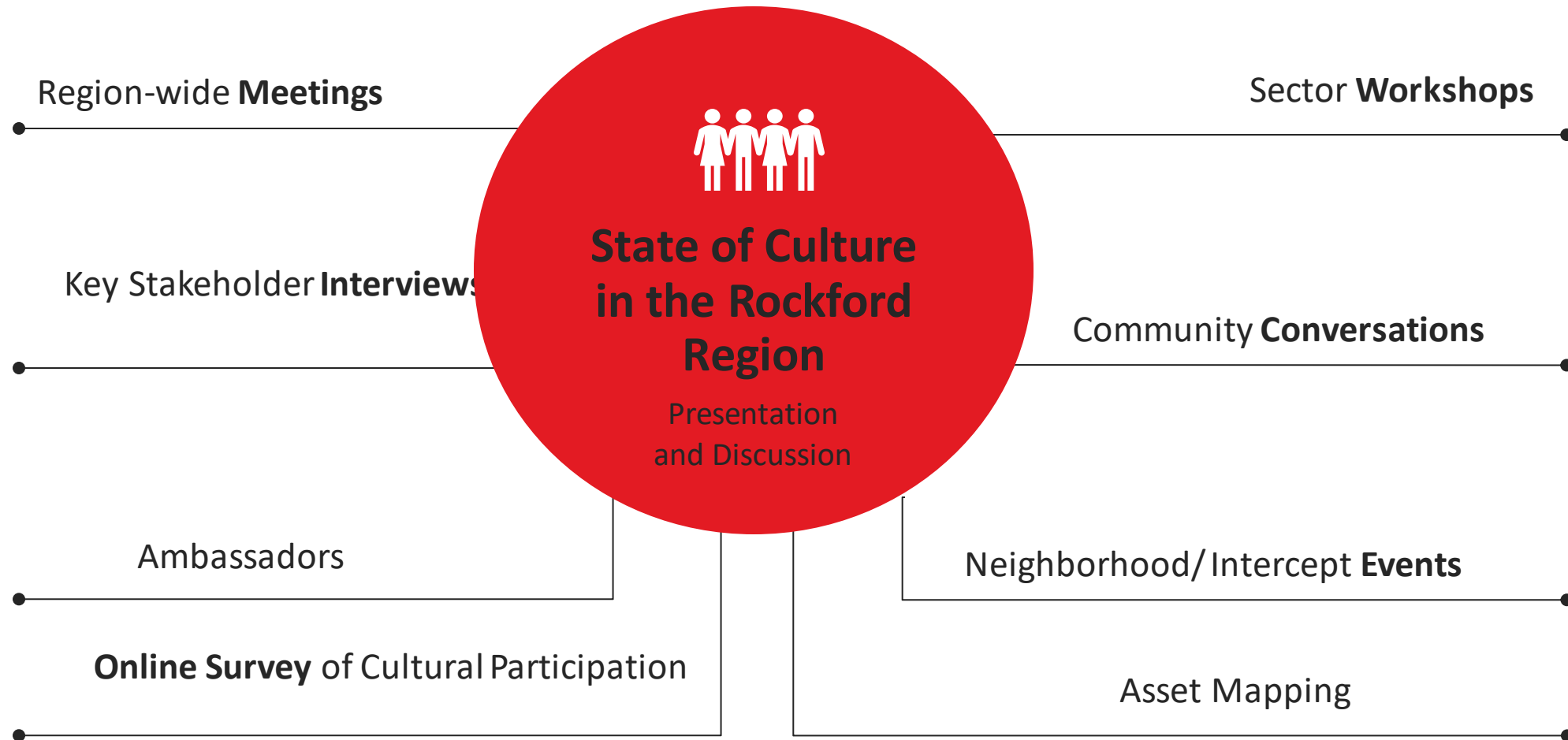
Sept 2023 to Jan/Feb 2024

Final Cultural Plan

Early 2024

Public Engagement

MAY – SEPT 2023



Breakout Discussions

- Select a Reporter and Recorder
- Introduce yourself to your group
- Answer the prompts
- Visit the activity booths if you finish early!

Discussion Prompts

1. What are the greatest strengths of arts and culture in the Rockford region?
2. What are the gaps or obstacles?
3. What are the biggest opportunities?

REPORT BACKS

How **You** Can Get Involved!

1. Take and Share the Cultural Participation Survey
2. Follow the process at www.artsforeveryone.com/culturalplan
3. Register for events
4. Promote the process in your networks
 - Family
 - Friends
 - Colleagues
 - Communities



THANK YOU.

For more information contact info@artsforeveryone.com

www.lord.ca



LordCultural



Company/Lord-
Cultural-Resources



lordculturalresources



Cultural News

A curated monthly review of what's happening in culture. **Sign up at www.lord.ca**