



# Rockford Area Arts Council

Cultural plan

May 2022

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

Our New York office is located on the traditional lands of the Lenape peoples.

Our Long Beach office is located on the land of the Tongva/Gabrieleño and the Acjachemen/Juaneño Nations, who have lived and continue to live here.

# AGENDA

1. Who We Are
2. Our Process
3. Our Experience
4. Outcomes

01

# Who We Are

Lord Cultural Resources is a global professional practice dedicated to making the world a better place through culture

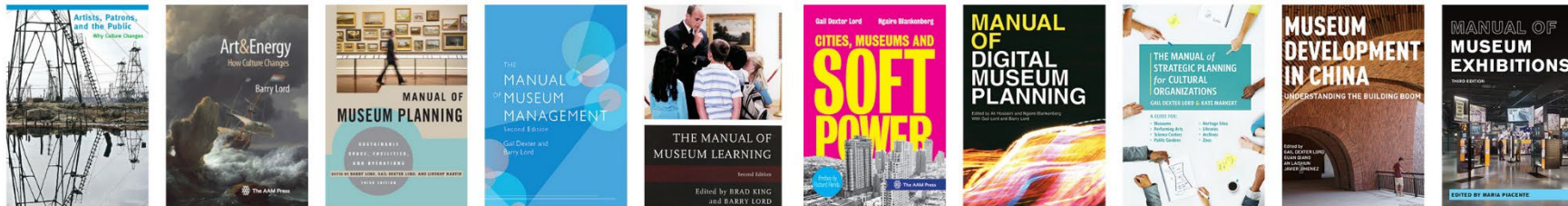
# ABOUT LORD CULTURAL RESOURCES



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.

**8 OFFICES**  
**2500+ PROJECTS**  
**57 COUNTRIES**  
**450+ CITIES**



We assist people, communities, and organizations to realize and enhance cultural meaning and expression



# WE LIVE DIVERSITY

At Lord Cultural Resources, we live diversity and inclusion through our global team who communicate in 15 languages.

We strengthen belonging, learning, and gaining strength from the many communities of gender, culture, race, and ethnicity we serve.



# YOUR PLANNING TEAM



**Joy Bailey Bryant**

President U.S  
*Project Advisor*



**Eve Moros Ortega**

Director  
*Project Lead*



**Tiffany Lyons**

Consultant  
*Community Engagement and Research*



**Valerie Guevara**

Consultant  
*Research and Project Support*

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# Our Process


# HOW WE WORK WITH YOU

Phase 1  
Opportunities  
Assessment

Phase 2  
Public  
Participation

Phase 3  
Vision, Strategy  
and  
Implementation  
Plan

# HOW WE WORK WITH YOU



Phase 1  
Opportunities  
Assessment

- Background review
- Start up meeting and tour
- Preliminary workshop with existing Arts and Culture organizations
- Outreach strategy
- Asset inventory survey and opportunity mapping
- Market overview
- Cultural trends, benchmarking & comparables assessment

# HOW WE WORK WITH YOU



Phase 2  
Public  
Participation

- Stakeholder interviews
- Focused workshops and conversations with the community
- DIY community conversations
- Online survey of arts participation
- Presentation and discussion state of culture in Rockford

# HOW WE WORK WITH YOU

## Phase 3

Vision, Strategy  
and  
Implementation  
Plan

- Strategy development and implementation workshops
- Draft cultural plan
- Testing workshops
- Final cultural plan with implementation guide

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# Experience



# Macon Cultural Plan & One Macon!

The logo for the Macon Cultural Plan 20/25. The word "MACON" is written in large, bold, capital letters. Each letter is filled with a different pattern of small, colorful lines and dots in shades of orange, yellow, red, and blue.

cultural plan 20/25

The logo for One Macon 2.0. The word "ONE" is in large, bold, capital letters, with "O" in blue, "N" in green, and "E" in orange. Below it, "MACON" is in smaller, bold, capital letters, with "M" in blue, "A" in green, "C" in orange, and "O" in red. To the right of "MACON" is a small graphic of a red and white striped pole with a blue banner that says "2.0".

- Lord Cultural Resources and Fourth Economy
- Cultural Plan aligned with broader One Macon plan
- A vision for how arts and culture can help all in Macon thrive, identifies the priorities, strategies, and actions to bring this vision to life.
- Created an action plan to Increase resident and business engagement in community improvement initiatives

# CITY OF CHICAGO CULTURAL PLAN

- The City of Chicago and the Department of Cultural Affairs and Special Events (DCASE) initiated its Cultural Plan in 2012
- Engaged thousands of people in 43 neighborhood cultural conversations, arts sector workshops, priority-setting forums, and town halls
- Resulted in roadmap for Chicago's cultural development and building Chicago's reputation as a global destination for creativity, innovation, and cultural tourism





## Princes George's County Cultural Arts Study

- Purpose: Provide comprehensive assessment of the diverse arts and culture ecology in Prince George's County
- Study aligns the work of the arts and cultural sector with the needs and desires of residents and leaders
- Honored the diverse needs of a huge county while also aligning county-wide goals
- Demonstrates how arts & culture is an engine for rebranding and vitality

# IMAGINE GREATER LOUISVILLE

- In 2015, Lord Cultural Resources was engaged by a steering committee of Louisville-area civic leaders to facilitate a master plan for the arts for the Greater Louisville region.
- Working with local PR firm M2 Maximum Media, Lord embarked on an extensive, grassroots region-wide planning process
- Spanned 18 months, 12 counties, 2 states (Kentucky & Indiana)
- Nearly 5,000 residents provided input through interviews, workshops, surveys, community cultural events and visioning summit
- Result: Imagine Louisville 2020 Master Plan for Arts and Culture



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# Outcomes



# Outcomes

Leverage the Rockford Region's network of arts attractions & venues

Nurture the Rockford Region'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 the Rockford Region's overall municipal responsibilities

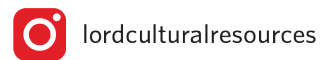
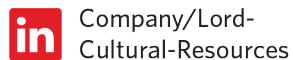
# THANK YOU.

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[www.lord.ca](http://www.lord.ca)



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