



ROCKFORD REGION CULTURAL PLAN



Do-it-Yourself
Community Conversation
Toolkit

Why this toolkit?

This toolkit is to make it easy for YOU and YOUR networks to take part in the Rockford Region Cultural Plan. Here's what's in this toolkit:

- 1. What is a cultural plan?**
- 2. Tips for getting started**
- 3. Questions for discussion**
- 4. How to send us your ideas**
- 5. Examples of other cultural plans (to see where this is all headed)**

What is a cultural plan?

Cultural planning is a public process in which representatives of a community undertake a comprehensive community assessment and create a plan of implementation for future cultural programming.

A cultural plan is related to other kinds of urban plans, to align community members around key community needs.

To learn more about the Rockford Region Cultural Plan, please visit: <https://www.artsforeveryone.com/culturalplan/>

Rockford Region Cultural Plan Goals

The plan will be created with, by, and for Rockford to:

- **Leverage** Rockford's network of arts attractions & venues to support all
- **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

To achieve all this, we want to hear from YOU and YOUR community!

Help us reach every corner of the Rockford Region by hosting your own community conversation about arts and culture!

Your Mission...



HOW?

TO DO BEFORE SEPTEMBER 5:

1. Use this Toolkit as a resource
2. Organize a group meeting in your community, or even just with a few friends, to talk about arts and culture
3. Follow the activities/tips and record your answers
4. Submit your answers and feedback to the consultant team

Tips: Getting Started

- Invite a few “great minds” to join you
- Put about 1-2 hours aside (it’s flexible)
- Find a comfortable space where you can spread out
- Get stocked – stickies, notepads, markers, paper, snacks and drinks
- Read the questions together
- The times listed for how to long to discuss questions are suggestions only – feel free to talk as long as you want!
- Make sure you capture what you talk about – whether handwriting or typing on a screen, You can even use your phone. *What matters is that we hear your ideas!*

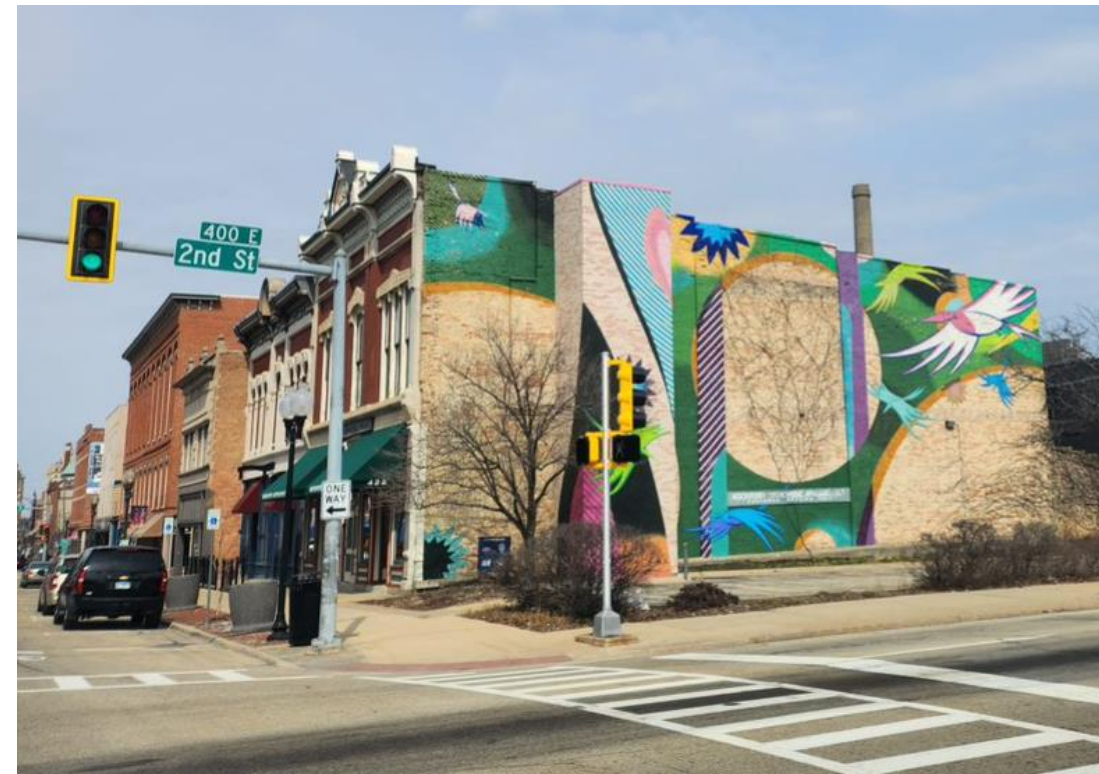
WHO COULD BE INVOLVED?

- Band members
- Book club
- Friends & family
- Co-workers
- Neighbors
- Businesses
- Healthcare representatives
- Hospitality industry
- Government departments
- Education workers – K-12 & higher ed
- University and college students
- Youth groups and summer camps
- Young professionals
- Houses of worship
- Anyone interested !

Name a Creative Community

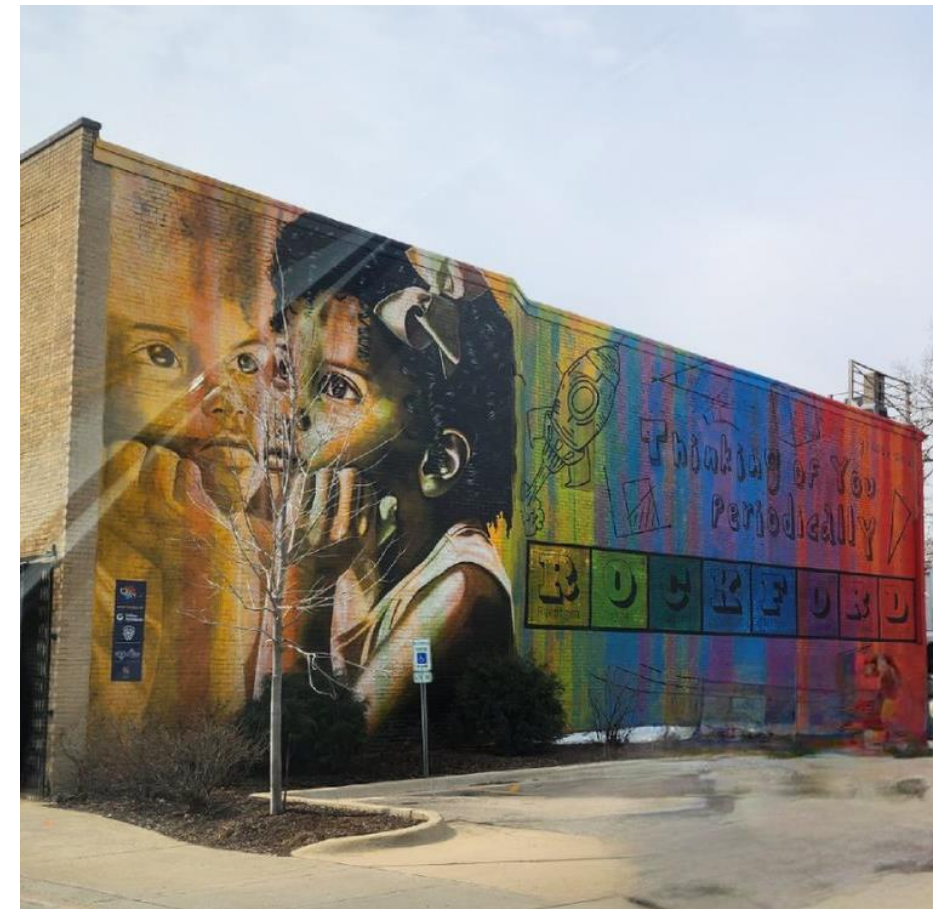
Introduce yourself and describe in a few words **what** do you think Rockford culture is and **what** makes it great.

1. Name a **Grade A** creative community in the Rockford Region.
 - What makes it creative?
 - What arts and culture features or assets do they have?
2. What grade would you give YOUR neighborhood for arts and culture?
3. What 5 **ideas** would improve arts and culture in your neighborhood?



The Rockford Region's Culture Challenges and Opportunities

1. What are the greatest strengths of arts and culture in the Rockford region?
2. What are the gaps – what's missing?
3. What are the biggest opportunities?
4. What are challenges or obstacles that make it hard to participate in culture?



SEND US YOUR IDEAS!

Most important is that you SHARE with us WHAT YOU TALKED ABOUT. Here are different ways you can do that:

1. Label the questions/answers!
2. Type up notes OR Take pictures of your work
3. We'd love to see photos of YOU and your community in action – feel free to send pictures of your gathering
4. Be creative if you want! You can send pictures of folks holding up a sign that says “Rockford’s culture is _____” and YOU fill in the blank!
5. Submit your responses to culturalplan@artsforeveryone.com

Tips for a Great Conversation

1. **Take notes! Typing is great, but we can take scanned handwritten notes**
2. **Focus on what people are saying not who is saying it**
3. **Make sure everyone gets a chance to speak**
4. **Ensure the conversation is inclusive and constructive – Ask questions, build on ideas with phrases like “yes, and...”**
5. **There are no wrong ideas!**
6. **Be supportive when people are talking**
7. **Be respectful of time**
8. **Allow everyone an opportunity to add in ideas**

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
 - Anyone else you know!



Examples of Cultural Plans

The following are examples of high-level summaries of other cultural plans Lord Cultural Resources has facilitated - from Macon, Georgia, and Kingston, NY. These show the plans' vision and priorities. Accompanying these are more detailed strategies and implementation plans to provide a road map for how to achieve these.

MACON

cultural plan 2020

The Macon Cultural Plan results from a year-long process, engaging over 1,200 Maconites in every community. The Plan articulates a vision for how arts and culture can help all in Macon thrive, and identifies the priorities, strategies, and actions to bring this vision to life.

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

THANK YOU.

For more information, or questions, contact
culturalplan@artsforeveryone.com

www.lord.ca



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