

## Planning for a Vibrant Arts & Culture Future

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### We believe arts planning should be:

1. **Ground-Up.** Regions are comprised of counties, which are comprised of communities, which are people, places, organizations, activities, traditions – we build from the bottom not the top
2. **Authentic.** Celebrate community history, heritage, stories, and points of pride – its unique cultural identity
3. **Asset-Based.** Built on the foundation of your strengths – it's the best way to fill in the gaps
4. **Team Sport.** This is a “yes, and” proposition – It only works with broad collaboration and community engagement – Artists & Culture WITH economic development and planning, education and health care, cities and civic organizations, tourism and Main Street, et cetera
5. **Visionary.** We need to think big about a long-term horizon for goals and strategies, not projects – that's where the magic happens
6. **Interdependent.** Not just aligned with the momentum of existing plans and projects, but mutually reinforcing – other plans support Artists & Culture, and Artists & Culture support other plans
7. **Sustainable.** First, do no harm – Then, make sure what we do can last
8. **Creative.** We are arts and culture after all and will ARTify / ARTivate all the goals and strategies
9. **So Much More than Murals.** It's your local artists and creative economy, theaters and museums, arts education for all ages, festivals and concert series, knitting circles and woodworking clubs, amphitheaters and bar stages, and so very much more
10. **Interesting & Fun.** Because that's what Artists & Culture ultimately brings – joy and discovery (and besides, we all need motivation – every great pop song has a hook)

### Where does it fit?

If tourism is focused on attracting visitors: what is there to do here?

And development on attracting businesses and jobs: what supports are here?

Both depend on a vibrant quality of life and of place – which is where we come in

We are focused on individuals, families, the community – what you celebrate, what brings you joy, what is good for your kids and your health, how you express yourselves and develop as full humans

**It isn't just what we are close to**

**It's who you are and what you have, right here, every day**