



2014 Strategic Plan

columbus area
arts council
connecting arts and community



Contents

Who We Are	3
Why We Exist	4
What We Dream	5
What We Believe	6
What We Do	7
Stimulate Community Interest	8
Foster Creation	10
Support Creators	12
Lead the Way	14
Comprehensive Public Art & Design Programming	16



Who We Are

The Columbus Area Arts Council (the Arts Council) is a nonprofit corporation in the heart of Columbus Indiana. Since 1972, the Arts Council has been a cornerstone for cultural development in our community:

- Partnering with the City of Columbus to ensure that the arts are available to every member of the community
- Building awareness of and advocating for the arts as an integral component for a well-rounded education, an informed workforce, and an engaged citizenry
- Introducing young audiences to live performances
- Bringing high caliber public art to Columbus and fostering the connection between artists and industry
- Using art as a tool for healing through special projects with youth and adults
- Serving as fiscal agent for local arts and cultural entities
- Bringing national and international performers to Columbus
- Partnering with the State of Indiana as a Regional Arts Partner distributing public funds and providing services to arts and cultural organizations within the nine county area known as Region 9

Why We Exist

We enhance the quality of life in the community—stimulating community interest in art, fostering creation and inquiry throughout Columbus, and leading a vibrant arts culture tied to our unique history.



What We Dream

The Arts Council looks forward to a future in which art—in all forms—is a valued part of everyday life in Columbus, and the community expects the unexpected/unforgettable from its art. Specifically:

- The City of Columbus will benefit from the arts as a tool for economic development and use the Arts Council is a key partner in achieving its goals.
- All of Columbus will have access to participate in art
- Artists will not only be a valued part of the community, but they will be a visible part of Columbus through live/work space.
- The Arts Council will continue its history of ensuring that Columbus has a growing portfolio of world-class public art to enjoy, interact and live with.

What We Believe

We believe:

- Art is more than the visual arts, more than music, theater, or poetry.
- Art should be all around us, not just in museums and performance halls.
- Art should entertain, inspire and challenge us.
- Anyone can express himself or herself through art.



What We Do

The Columbus Area Arts Council enhances the quality of life in the community—stimulating community interest in art, fostering creation throughout Columbus, and leading a vibrant arts environment tied to our unique history.



*Components of a comprehensive program of public art & design (master plan, biennials, commissions, community residencies & K12 camps, design institute & competitions)



strengthening the community, celebrating art, and expanding horizons

Many Arts Councils fund presenters, but few actually do the presenting or partner the way we do. The Columbus community is enriched by:

DIRECT PROGRAMMING

NeighborFEST [art strengthening community] A free summer series allowing the community to gather downtown, listen to great music, meet old friends, and make new ones in a relaxed and friendly atmosphere.

Biggest Block Party Ever [community building through art and entertainment] We thank nearly 3,500 partiers with 12 bands on 3 stages, restaurant specials, and special Kids Zone activities.

unCommon Cause [an evening to celebrate the arts] For 38 years we have celebrated, raised funds, and enjoyed dinner while sampling a range of artistic traditions.

Live on the Plaza [new musical experiences in an extraordinary setting] Take an I.M. Pei design, add a Henry Moore sculpture, place it downtown and fill it with an unexpectedly engaging musical performance. What results is our vision for a community gathering in the heart of Columbus.

PARTNER PROGRAMMING

Dynamic Partnerships The Arts Council has a long history of partner programming, working with entities such as the Columbus Indiana Philharmonic, the Columbus Museum of Art & Design, Yes! Cinema, kidscommons, IUCA+D, and others.

Service in the Community We also support the work of Ethnic Expo, the Farmer's Market, the annual Hospice Concert, the Scottish Festival, and much, much more.

New Ventures In the future, we will expand this work with a new focus on developing programs that compliment the work of others. We will be talking with Ivy Tech to find ways we can enhance its annual Big Art Bang and develop an alternative building "institute."

DESTINATION PROGRAMMING

Meltdown & ArtFest Street Fair [columbus as arts destination] The Arts Council will work in partnership with others to expand these events into a weekend-long arts festival featuring music performances and a significant temporary visual arts display. The result will be an event that draws visitors from across the region.



COMMUNITY ENGAGEMENT

ALIGNING COUNCIL & COMMUNITY GOALS

Advance: A Strategic Plan for Columbus

- Cultural & Creative Capital—Enrich the community with vibrant and diverse arts and cultural activities and assets that are affordable and appealing to all.

Columbus Arts District Strategic Plan

- Contribute rich urban experiences and diversity to downtown Columbus.
- Provide a variety of experiences that are appealing, affordable and accessible to all Columbus residents.
- Be a thriving regional cultural tourism destination



discovering and exercising your creative spark throughout columbus

Whether its your first interaction with music as a child, first time drawing as an adult, or just the first time in a while since you have tried something new—the Arts Council wants to ease the transition to art.

ACTIVITIES THAT CONNECT ART, EDUCATION & INSPIRATION

Art Break Day [sit down, take a break, make art] Part of a global celebration, this daylong event encourages each of us to sit down, take a short break from our busy lives, and make art for free.

First Fridays for Families [a window to art that the whole community can share] A free program for children (pre-kindergarten through third grade) that introduces the arts to a young audience

Noon Kids Concerts [school children ooh-ing and ah-ing, wiggling and giggling] Free summer concerts presented with the Parks Department that inspire the youngest among us

MLK Day [uniting history, education and art] Started in 2013, the Arts Council presents a free annual program in honor of Martin Luther King Jr. Day and Black History Month. This program changes annually and includes theatrical and live music performances uniting history, education and art.

Summer Meltdown [juried art, fiery spectacle, and hands-on creation] Iron Pour & Glass Forming Workshops, and Glass Blowing Demonstrations, are quite a spectacle, complete with fire, sparks, and molten metal and glass. These workshops are held in conjunction with ArtFest, an annual juried art show held on Washington Street in downtown Columbus.

VSA Festival [eliminating barriers to creative expression for children with disabilities] For more than 20 years, this annual festival has introduced students living with moderate to severe emotional and physical disabilities to the arts

FUTURE PROGRAMMING

In the future, the Arts Council will be working to expand this program area with ideas such as:

Winter Meltdown [you've seen the fire, here's the ice (carving)]

National Poetry Month Celebrations [spoken word (readings, poetry slams) featuring local talent]

Interactive Art at Any Age [center and/or other programming/classes, coffee house hang out, gallery space]



INTERACTIVE EDUCATION

ALIGNING COUNCIL & COMMUNITY GOALS

Advance: A Strategic Plan for Columbus

- Lifelong Learning for All—Ensure all children and adults reach their full learning potential and are well-prepared for personally rewarding careers and lives.

Columbus Arts District Strategic Plan

- Provide a variety of experiences that are appealing, affordable and accessible to all Columbus residents.
- Emphasize art 'production' over art 'consumption'
- Educate and inspire the next generation of creative thinkers with arts education for all students, kindergarten through Grade 12 and post-secondary programs including Ivy Tech Community College.



sustaining the business of art

Arts Council supports creators through services to individual artists, arts organizations, and other nonprofits engaging in arts activities.

SUPPORT FOR INDIVIDUAL ARTISTS

Artist Grants The Arts Council will be developing a grant program dedicated to supporting working artists who create and contribute to a vibrant and diverse arts community.

Commissions & Community Residencies for Individual Artists As part of its comprehensive program of public art and design, the Arts Council will be commissioning new work and creating intensive community residencies aligned with its master plan.

ORGANIZATIONAL SUPPORT

Regional Initiative Grants The Arts Council is part of statewide system for distributing Indiana Arts Commission grants in a way that is responsive to the needs of each region, provides direct services to communities, and provides citizens a role in the allocation of state resources. Available grant programs include:

Annual Operating Support (AOS) Annual grant program for the artistic and administrative functions of eligible arts and cultural organizations that provide arts activities with special attention to underserved communities.

Arts Project Support (APS) Funding for nonprofits that engage in new or existing arts and cultural projects. The objective is to provide public access to quality activities and to provide general public access to educational opportunities where Indiana citizens of all ages can learn about and experience different art forms and participate in arts activities.

TECHNICAL SERVICE & FISCAL AGENCY AGREEMENTS

The Arts Council has a unique history as a performing arts presenter and a staff of experienced professionals who are knowledgeable about the intricacies of event planning and production.

INFORMATION & TECHNICAL ASSISTANCE

Information & Referral The Arts Council provides information about arts activities, services, and resources to the general public, artists, and arts providers. Our staff offers contacts for artists and arts groups, instructors, leads on other funding sources, and a host of other information and services throughout the region.

Workshops & Technical Assistance The Arts Council offers how-to workshops, leadership development, capacity building, tips for connecting with businesses and more.



GRANTS & SERVICES

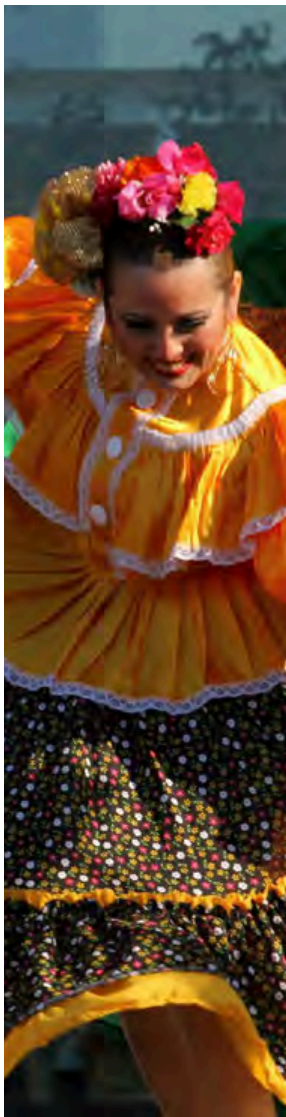
ALIGNING COUNCIL & COMMUNITY GOALS

Advance: A Strategic Plan for Columbus

- Cultural & Creative Capital—Enrich the community with vibrant and diverse arts and cultural activities and assets that are affordable and appealing to all.

Columbus Arts District Strategic Plan

- Emphasize art ‘production’ over art ‘consumption’
- Attract and retain artists, designers and artisans from across the state and the country to choose to live and work in Columbus.
- Produce world-class designers.



art: how a space becomes ‘that’ place you are inexplicably drawn to

ARTS ADVOCACY

Participation in the Field The Arts Council remains at the forefront of issues affecting the arts by active involvement in local, state and national service organizations including the Columbus Area Chamber of Commerce, the Columbus Area Visitors Center, the Indiana Presenters Network, Indiana Coalition for the Arts, Americans for the Arts, and VSA arts of Indiana.

Direct Advocacy with Government The Arts Council actively advocates for local art, artists, and arts organizations.

City of Columbus Interacting directly with the Mayor’s office, Columbus Parks & Recreation, and others

State of Indiana Participating in the annual Arts Advocacy Day at the state legislature.

Indiana Arts Commission Representing Region 9 (Bartholomew, Dearborn, Decatur, Franklin, Jackson, Jennings, Ohio, Ripley, and Switzerland counties) needs and interests to the Indiana Arts Commission

REPORTS & APPEALS

Central to all of our work is both our need and desire to expand support for art in our community. This means participation and creation as in other areas of our work, but it also means expanding resources. We work to do this through:

Annual Report to the Community

Local, Regional & National Funding Appeals to expand existing funding and attract new funding for future programs

DISTRICT LEADERSHIP

The Arts Council has been a leader in Columbus’ effort to develop an arts district since inception. Today, it helps govern the district as a key stakeholder within the Coalition; works as part of the Steering Team guiding Coalition agendas as well as coordinating information, documentation, and reports as part; chairs the Program Team; and serves on the Tourism Team.

COLLABORATIVE LEADERSHIP

The Arts Council works with local cultural organizations to reduce scheduling conflicts, provide a comprehensive list of activities and events to the community, and market activities through its web site, e-newsletter, and cultural planning calendar.



CREATIVE PLACEMAKING

ALIGNING COUNCIL & COMMUNITY GOALS

Advance: A Strategic Plan for Columbus

- Cultural & Creative Capital— Enrich the community with vibrant and diverse arts and cultural activities and assets that are affordable and appealing to all.

Columbus Arts District Strategic Plan

- Provide a variety of experiences that are appealing, affordable and accessible to all Columbus residents.
- Emphasize art ‘production’ over art ‘consumption’
- Attract and retain artists, designers and artisans from across the state and the country to choose to live and work in Columbus.
- Produce world-class designers.
- Re-vitalize performing arts facilities
- Be a thriving regional cultural tourism destination



connecting all of the above to our unique strengths and history

Uniting all of our work with the unique strengths and history of the community, the Arts Council is developing a comprehensive program of public art and design that will roll out in phases over the next five years and include:

Master Plan Develop and implement a plan to increase the integration of public art into our built environment in partnership with the City

Biennials Host a Sculpture (Public Art) Invitational every other year

Community Residencies Community Residencies and/or Public Art & Design Competitions in non-biennial years

K-12 Camps Develop spring or fall break programming that ties to STEAM and makes the most of residencies

Institute Explore the concept of an alternative building design institute with local partners



PUBLIC ART

ALIGNING COUNCIL & COMMUNITY GOALS

Advance: A Strategic Plan for Columbus

- Cultural & Creative Capital—Enrich the community with vibrant and diverse arts and cultural activities and assets that are affordable and appealing to all.

Columbus Arts District Strategic Plan

- Contribute rich urban experiences and diversity to downtown Columbus.
- Provide a variety of experiences that are appealing, affordable and accessible to all Columbus residents.
- Be a thriving regional cultural tourism destination



300 Washington Street
Columbus, IN 47201

(812) 376-2539

www.artsincolumbus.org



Who We Reach

PROGRAMS, FY2013	AUDIENCE	ACCESS	LOCATION	
produced by columbus area arts council				
Annual Report to the Community	100	FREE	The Commons	Arts District
Art Break Day	400	FREE	Washington Street	Arts District
Biggest Block Pary Ever	3,000		4th Street	Arts District
First Fridays for Families	1,700	FREE	The Commons	Arts District
Meltdown: Iron & Glass	691	FREE*	Jackson Place	Arts District
Martin Luther King Jr Day Program	650	FREE	The Commons	Arts District
NeighborFEST	2,150	FREE	Washington Street	Arts District
Noon Kids Concert Series	575	FREE	Donner Park	Arts District
Rock the Park	7,000		Mill Race Park	Arts District
unCommon Cause	275		The Commons	Arts District
Very Special Arts Festival	233	FREE	Community Church	Greater Columbus
	16,774			
supported by columbus area arts council				
Battle of the Bands	600	FREE	The Commons	Arts District
Cole Porter film and concert	115		YES Cinema	Arts District
Déja Vu Art and Fine Craft Show	1,200	FREE	The Commons	Arts District
Ethnic Expo	8,000	FREE	City Hall	Arts District
Hoagy Carmichael film and concert	155		YES Cinema	Arts District
Luckey Film	76	FREE	YES Cinema	Arts District
Scottish Festival			Fairgrounds	Greater Columbus
	10,146			
Total reached through DIRECT PROGRAMMING	26,820			
Total reached through FREE PROGRAMMING	16,275			

SERVICE THROUGH THE COMMONS

Though we operate out of the Commons without rent, our programs provide \$9,000–\$12,000 in rent to The Commons each year. In addition, we essentially staff the Commons’ A/V needs at a cost of approximately \$18,000. The same staff person also supports events at Mill Race Park valued at over \$5,000. In total, the Arts Council provides over \$30,000 in rent and service to the Commons in exchange for rent that might be valued at \$20,000 in the market.

SERVICE TO THE COMMUNITY

Over and above service to the Commons, the Arts Council provides approximately \$25,000 in staff time to other City and community events (including Ethnic Expo, Tim Grimm, kidscommons, Scottish Festival, Arts District Coalition, Vis Ctr, CMAD, IUCA+D, Ivy Tech, Mill Race Marathon, Hospice, YES, CRH, PIE, Advocates for Children, and Farmer’s Market) with only nominal compensation or recognition.



How We Are Organized

connecting arts and community since 1972

