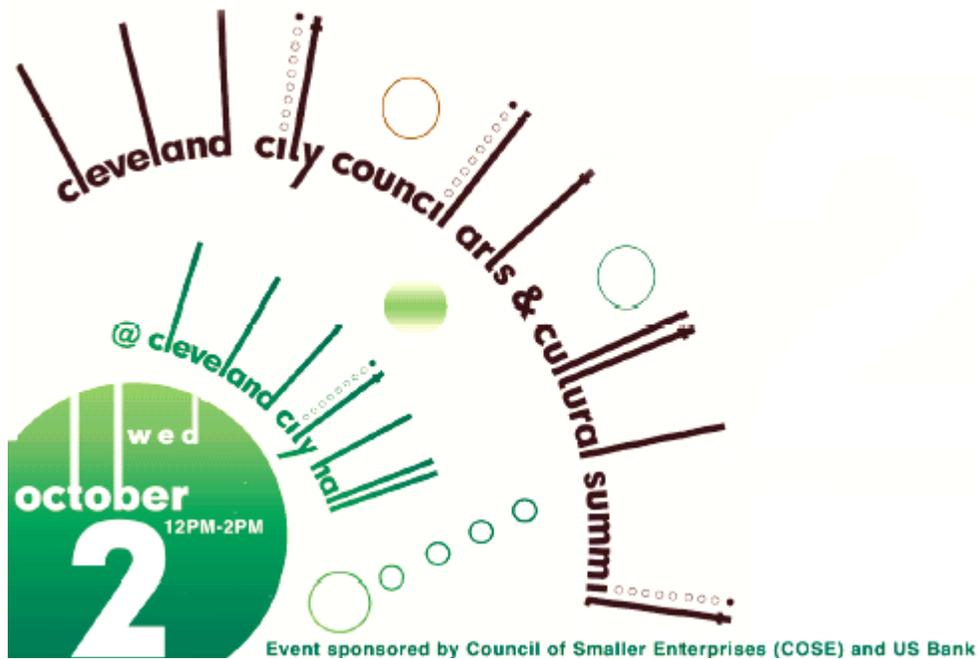


Cleveland City Council Arts and Cultural Summit Report



Prepared by:



COMMUNITY PARTNERSHIP FOR ARTS AND CULTURE

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Action Agenda for Local Government:
Public Priorities from the Cleveland Arts and Cultural Summit

We must build on Cleveland's arts and cultural industry as if our community's future depends on it – because it does. Key cultural institutions, and the energy produced by local artists, are magnets for talented people and community vitality. Creativity, talent and neighborhoods are as important in building this generation's community and economy as our location was in the past. This is about more than enhancing the quality of cultural audiences' lives: it's about improving the lives of all Clevelanders.

It is time to strengthen and expand cultural assets that are fundamental to our quality of life, and influential for our future success. Despite the high regional, national, and even international status of several cultural institutions here, the fact is our cultural sector is in danger. Reduced corporate support and flat philanthropic funding are issues. Historically low public investment in comparison to other regions is an enormous problem.

The diversity and quality of our arts and culture industry positions it as a key in making our city a vital 21st century place known for creativity, innovation, openness, diversity and talent. If it stays strong, it attracts talent. It enlivens downtowns and neighborhoods. It provides jobs at every level. It catalyzes human and economic development. It enriches elementary, secondary, and higher education. It's a driver of tourism and retail industries. It makes Northeast Ohio "major league" in the fullest sense of the term.

But, as credible reports and events continue to demonstrate, unless we help sustain the strength of this resource, we risk losing its quality and leveraged benefits. To maintain our cultural advantages, community policy must be proactive:

1. **STRENGTHEN AWARENESS:** Support development of a comprehensive marketing and communications program to expand participation in and support for the arts and cultural industry among our region's residents and organizations. Embrace the arts and cultural industry in both regional marketing and strategic investments. Expand participation with free cultural events, arts festivals, central information sources, and grassroots marketing. More awareness of this resource makes Cleveland more attractive for residents, new talent and visitors.
2. **EXPAND EDUCATION:** The impact of the arts on academic, social and career success is well documented. Expanding arts curriculum, arts education for people of all backgrounds, races and abilities, artists in schools, and other successful efforts as well as the funding streams that support them is important in developing a creative economy and community.
3. **BUILD NEIGHBORHOODS WITH THE ARTS:** Make the arts and cultural industry a full partner in neighborhood development. Provide financial resources and a favorable regulatory climate to artists and cultural entrepreneurs. Enhance opportunities for retail, professional businesses, housing and cultural facilities to grow with the local arts scene.
4. **EXPAND LOCAL PUBLIC FUNDING:** Establish stable, local public funding and a credible distribution system for cultural organizations and entrepreneurs. This long-missing public commitment should include operating and capital funds, specific grants

programs, capacity building resources, investment vehicles, tax advantages, and other methods within wisely constructed distribution and evaluation protocols. This is not to replace federal, state, or private investment or arts entrepreneurship that also needs to grow. It is a local investment that recognizes the need to build on a critical asset: a thriving arts and cultural sector is needed to protect our economic future.

5. ACT LOCALLY: Establish cultural coordinators and bodies in local governments and institutions, e.g. schools, colleges, parks, recreation, and social programs. Via these local coordination points, stimulate and work with artists and institutions that are most relevant in each community, campus, neighborhood or other venue and create appropriate and mutually-beneficial public/private partnerships. Changing demographics and economic conditions need to be understood in relationship to the viability of arts and cultural products, improved infrastructure and research.

The Cleveland Arts and Cultural Summit was initiated by Cleveland City Council in cooperation with Mayor Jane Campbell and coordinated by Councilman Cimperman with help from the Arts and Cultural Summit Task Force, which includes the Community Partnership for Arts and Culture. Mayor Campbell, City Council, Cuyahoga County, business organizations and the AFL-CIO supported and participated in the Summit with hundreds of citizens. These major action items are a result of the community input at the Summit.

Public leaders need to address this agenda or we will not have the future we want and need as a community. The benefits of a vibrant arts community are more than community assets, they're economic necessities and underpinnings. The Partnership for Arts and Culture will continue and expand its work with public and private sector leaders on this agenda. There's no time to waste.

Process and Findings

Introduction

March 18, 2002 was a historic day for Cleveland's arts and cultural community and its City Council. At that day's City Council meeting, Council members Joe Cimperman, Matt Zone, Sabra Pierce Scott, Kevin Conwell, Martin Sweeney, and Patricia Britt introduced Resolution 491-02, calling for the Council to hold an "Artists' Summit and Exhibit" at Cleveland City Hall on May 15, 2002.

The resolution, which passed unanimously, formally endorsed initiatives that many civic leaders encouraged: more arts and cultural festivals in neighborhoods, more arts education in schools, more partnership between the arts and cultural community and the public and private sectors, more capacity building for arts and cultural organizations and individual artists, and the establishment of local public sector support for arts and culture. Most importantly, the resolution acknowledged that Cleveland's arts and cultural community is a critical economic force in a region searching for economic health.

In accordance with the resolution, Cleveland City Council's Arts and Cultural Summit was held on May 15, 2002. More than 600 arts and cultural leaders, individual artists, public policy makers, and other community leaders attended an afternoon of speeches by public officials, public group discussions, and a wide variety of visual and performing arts events. The summit was organized by Councilman Joe Cimperman, with an Arts and Cultural Taskforce that included Cavana Faithwalker, Todd Gauman, Bill Gould, William Jean, Jeremy Jenkins, Christopher Luciani, Mike Moritz, Abe Olvido, Joan Perch, Dee Perry, Sarah Reinbolt-Staiger, Nadia Sanko, Claudia Vitulich and The Partnership's staff. A host of artists and cultural organizations performed and exhibited at the Summit supported by a number of dedicated volunteers. A full list of those organizations follows this report (Appendix B).

Northeast Ohio's Arts and Culture Plan, published May 2000, provided an organizing framework for Cleveland City Council's March resolution and the resulting Summit; its extensive research is also reinforced and amplified by the recommendations suggested in the brainstorming sessions. Each of the public policy cornerstones (see *An Action Agenda for Local Government*) that emerged from the Summit is addressed by the plan's research and its four goals of access, learning, partnership and resources. The Partnership's research and Northeast Ohio's Arts and Cultural Plan are available at www.cultureplan.org.

The Community Partnership for Arts and Culture (The Partnership) was pleased to work with the Cleveland City Council in cooperation with Mayor Jane Campbell's office to collect the findings and distill them for this report. It is our hope that the report and our work reflects the energy and intensity of the day, the diverse experiences and realities that citizens expressed there, and the enthusiastic recommendations from the Summit participants. The report can help serve as a blueprint for progressive public policy that will realize the potential of the arts and cultural industry for Cleveland and the region.

Process

The Summit provided two formal (and many informal) ways for participants to concentrate on ways to strengthen and improve Cleveland's arts and cultural community. At the beginning of the day, participants heard remarks about the value of arts and culture from six influential community leaders:

The events' speakers, and the key points of their remarks, included:

Mayor Jane Campbell, City of Cleveland: Mayor Campbell emphasized the importance of Playhouse Square in turning around downtown and the continued potential arts and cultural endeavor and education has for revitalizing our neighborhoods and our schools.

Commissioner Peter Lawson Jones, Cuyahoga County: Commissioner Lawson Jones discussed the arts and cultural industry as a force for economic growth in the region. He emphasized the role that arts and culture plays, in synergy with entertainment, education, and recreation, in bringing and keeping talented people in the region.

Cleveland City Council President Frank Jackson: Council President Jackson discussed the importance of the arts and cultural industry for all of Cleveland's residents because of the jobs, the opportunities, and the industries it creates and supports.

Cleveland City Councilman Joe Cimperman, 13th Ward: Councilman Cimperman emphasized that now is the time to set goals and move ahead with increased partnerships among the arts and cultural industry, business, labor, and government to make arts and culture even more of the region's economic cornerstone.

John Ryan, Executive Secretary, AFL-CIO: Mr. Ryan applauded the arts and cultural industry for the more than 4000 jobs it creates for Greater Cleveland workers and the creative environment it supports that attracts entrepreneurs, new industries, and economic opportunity.

Dennis Eckart, Executive Director, Greater Cleveland Growth Association: Mr. Eckart discussed the relationship between business and the arts as mutually-beneficial: business supports the arts, but arts and culture create and sustain a community that allows business to attract and retain top talent, leading entrepreneurs, and creative industries.

After the key speakers' remarks, Summit participants divided into five brainstorming group sessions, each of which was held twice consecutively. The sessions were based around issue statements and related discussion questions that were developed by the Summit's task force, based on data from *Northeast Ohio's Arts and Cultural Plan*. Trained facilitators Kathryn Kaczmarek, Ph.D., Amy Morgenstern, Valerie Raines, Lawrence Simpson, Ph.D. and David Wittkowsky moderated each session, and scribes Marcie Bergman, Jeff Guelette, Howard Parr, Sue Anne Lafferty and Janus Small recorded responses:

Access:

Issue Statement: Cost, access and lack of familiarity all serve to limit some of our citizens' full access to arts and culture.

Question: *What can we do to connect more of Cleveland's citizens to arts and culture?*

Awareness:

Issue Statement: Communication about the value of artists and cultural organizations to the region has been vague and confusing, and as a result, the arts and cultural industry is undervalued by the community at large.

Question: *How can we better promote Cleveland's arts and cultural assets?*

Education:

Issue Statement: We do not have enough arts education in our schools, libraries, and community centers.

Question: *How can we best provide life-long arts education to our citizens?*

Partnership:

Issue Statement: The arts and cultural industry has not yet realized its full potential as a partner in neighborhood, community, and regional development.

Question: *How can arts and cultural organizations and artists best collaborate and form partnerships with businesses, government, and other community organizations?*

Resources:

Issue Statement: Northeast Ohio competes for jobs, talent and economic growth with regions across the country that have made significant, long-term public investments in their cultural industries.

Question: *How can public investment expand the cultural sector's economic benefit to the region?*

Findings

The key speakers were unanimous in naming Cleveland's arts and cultural industry as one of the city's most abiding historic successes and greatest hopes for continued economic recovery and vitality. Arts and culture transcends the financial bottom line in any community, and several speakers alluded to the ways in which our city's arts and cultural offerings have shaped their life experiences and families. But the arts and cultural industry is also good economic sense: it creates thousands of jobs in Northeast Ohio, revitalizes neighborhoods from Detroit Shoreway to University Circle, stimulates small business creation and success in related industries, and provides a rich variety of activities that make Cleveland a desirable place to live and work for highly educated, creative workers who build new industries in our city.

The Summit's method of gathering data about the challenges facing Cleveland's arts and cultural community was qualitative. It focused on documented issues and was inclusive of the entire arts and cultural ecosystem. Individual artists, leaders at our largest cultural assets, and participants from business, education, organized labor and the media spent the afternoon discussing common bodies of experience, successes, defeats, and obstacles to strengthening Cleveland's arts and cultural industry. And in every brainstorming session, participants reinforced each other's ideas both visibly and verbally, reinforcing repetitive themes with divergent stories.

The brainstorming sessions yielded over 500 recommendations to strengthen Cleveland's arts and cultural resources, expressed in the form of solutions, tactics and opinions. A full listing of those suggestions is attached (Appendix A – Section 1). Within the numerous recommendations thematic patterns were evident. The Partnership's staff carefully studied the patterns and was able to discern 19 strategic objective themes and the group's level of interest

in each based on the frequency of recommendations made (Appendix A – Section 2). Finally, related or allied themes were clustered to form the following seven action items (note each action item has a rounded percentage that indicates the Summit’s participants level of interest):

- The need to establish comprehensive communications, marketing, and public relations for the arts and cultural community, including grassroots awareness, advocacy efforts on behalf of arts and culture, and cultural tourism marketing and packages. (161 recommendations suggested—**32%**)
- The need to establish local public sector revenue sources for arts and culture, and distribute those sources across the arts and cultural community through grant programs and distribution protocols. (91 recommendations suggested—**18%**)
- The need to develop and expand collaborations and partnerships, both within the arts and cultural community and between arts and cultural organizations and the public, private, and non-profit sectors. (74 recommendations suggested—**14%**)
- The need to strengthen and expand arts education programs, including residencies and services for diverse audiences. (53 recommendations suggested—**10%**)
- The need to create and support public events, festivals, and portable arts and cultural programs. (53 recommendations suggested—**10%**)
- The need to maintain and expand organizational, capacity building, and research support for the arts and cultural industry. (40 recommendations suggested—**8%**)
- The need to improve the arts and cultural industry’s infrastructure, including facilities and transportation. (31 recommendations suggested—**5%**)

These seven action items were evaluated and further distilled to form the basis of the *Action Agenda for Cleveland Local Government: Public Priorities from the Cleveland Arts and Cultural Summit*.

Appendix A

SECTION 1

Recommendations

The following recommendations were provided by participants at the May 15th Arts and Cultural Summit.

Awareness: How can we better promote Cleveland's arts and cultural assets?

- Develop a comprehensive guide of everything available in the city of Cleveland in arts activities for all ages
- Think about festivals, installations, "week/month/year" of celebration, holiday events for the citizens of Cleveland
- The cost of promoting events is high, so we need to learn to promote each other through this great city. [mailed response]
- The city needs better use of the resources it already contracts to promote arts locally and nationally
- Promote the "benefits" of participation in the arts
- Promote the arts as community building
- Promote locally based arts as much as national programming
- Create a unified message
- Brand Cleveland as "City of the Arts"
- Buy PR/Marketing services like COSE Health Insurance
- Better utilize downtown kiosks
- Commission a single organization, public or private nonprofit, to coordinate a unified message
- Use graphic designers to effectively communicate arts message
- Develop a publication that coordinates events and makes the information accessible to local community and tourists
- Create a Cleveland Arts Scene website
- Have a contest in Cleveland and suburbs to design a logo to create an image of the region that is rich in the arts
- Cultivate connections of people in our communities who participate in the arts with public
- Promote advocacy materials for people who have not had first-hand experience in the arts
- Present the arts through a concern on the part of the media for the arts. Make writers aware of their responsibility to the community in presenting the arts as relating to the community. They are providing a service for the community at large
- Clevelanders know about the sports teams because of all the free press (whole section of the paper/segments on the news) dedicated to reporting in such minutia every moment of a particular sports season. Can this be done with the arts? In my experience the "Art Press" is so arrogant that they don't return slide packages which ultimately costs artists to replace them
- Use city kiosks
- Find a way to fund effective communication of information about arts
- Upgrade culture4me. – make it more exciting
- Create Eastside's guide to the Westside

- Create Westside's guide to the Eastside
- Find a way to broaden access to media for all artists – providing more space/time in mainstream media – constructive vs. destructive reporting/relationship with media
- Promote artists as role models
- Make sure information about arts and culture is available to people who are not looking for it as much as for people who are
- Develop local ad campaign to communicate the value of the arts to the local community
- Focus on the region with Cleveland as the point of entry
- Publish a single monthly publication or website to communicate arts programming and activity
- Create an interactive website to subscribe for email on arts events (NY Times, New Hampshire Public Radio)
(ex. Central Arts info clearinghouse or kiosk [electronic or physical])
- Create a national campaign to communicate about Cleveland as a arts thriving community
- City needs to promote arts and culture [mailed response]
- Increase media coverage of the arts
- PR/Marketing professionals offer services “on loan”
- Create a media directory to provide information on news editors and directors
- Make culture4me web site more attractive and user friendly – no long lists of every single calendar date for an event, especially those that run many weeks or months, support development of neighborhood cultural districts and promote them, find stories for regional/national media to write about on unique arts contributions based here, create/sell packaged arts tours of Cleveland, encourage national arts organizations to hold their conferences here, commission international artists to do projects in Cleveland [mailed response]
- Brand arts industry – do not play favorites (i.e., milk campaign, beef campaign)
- Coordinate media PSAs to make them more accessible to smaller, community based arts organizations
- Make sure information about the arts is community wide
- Create opportunities for lay-critics to review performances – open a dialogue regarding the arts program or visual arts (amazon.com model)
- Look at other cities and see what is working (“I Love NY” campaign)
- Find a way to have electronic critics (radio, tv, web)
- Make sure what is promoted about the arts scene in Cleveland is inclusive
- Find a way to communicate the richness of the broad arts community that we have
- Since Cleveland’s arts and cultural entities are scattered throughout the area, continue to provide better maps and guides (printed and electronic media) to highlight organizations and events on a calendar basis. [emailed response]
- There was much talk about branding Cleveland, and branding our movement. First, I want to reemphasize the importance of using a professional graphic designer. Secondly, there is one thing that is very important in any communication piece produced to build awareness of the arts “BENEFITS”. Whatever communication channel is used, it is imperative that it communicates to the audience the BENEFITS of arts and culture in our region. Finally, we need to be careful we are not positioning arts and culture as too highbrow. The term “Arts and Culture” is a bit out of touch with a large segment of the population in Cleveland—specifically, the working class and/or those who don’t go to Art Museums or the Orchestra [e-mailed response]

- Bring an executive or two on loan to work on nothing but arts and culture publicity. These folks just need to be given a specific role, with defined measures of success, in a collaborative system in which to continue [e-mailed response]
- Use the little advertising kiosks that are scattered around town to announce more not-for-profit arts events rather than sell commercial space [e-mailed response]
- Create a marketing program that encompasses our diverse organizations to sell Cleveland tourism; focus on area within 3 hours driving time and sell the concept of a “weekend of arts in Cleveland” [e-mailed response]
- Work with Continental Airlines and our hotels on creating “a taste of Cleveland” package [e-mailed response]
- Have more programs for artists of different ethnic groups in different neighborhoods that will help artists gain employment in their community
- Focus on the neighborhoods
- Dream year – month long celebrations of different arts in community
- Develop an annual regional competition and exhibition (similar to the May Show) that serves to inspire new work and present new artists to the community. Promote categories of the new media arts, as well as established, traditional media [e-mailed response]
- Create sister Cities’ celebrations (national press)
- Cleveland Jazz/Pop Music by the decades, by the neighborhoods [mailed response]
- Revitalize open studio days
- Showcase works in the new media arts field [e-mailed response]
- Revive “Party in the Park’ concept to introduce arts to folks coming for reasons other than art
- Focus on programming each week by various organizations around a unified theme
- Support local arts at the neighborhood level
- Get celebrities across U.S. to financially support artists in Cleveland
- Consider public funding to support all concepts discussed
- Create a percent for the arts to support public arts with new construction projects
- Redirect resources of growth association and CVB to support grass roots artists of Cleveland
- Create an arts empowerment zone with tax incentives
- Tax incentives for support of arts activities
- Support live-work legislation currently under consideration – contact your local council person
- Have performing arts cluster in all communities funded by community levy
- Build more outdoor summer facilities in local parks to support local arts organizations (enhancing safety, promoting economic development)
- Convert aviation high school facility into an arts facility – include culinary components, early release component
- Convert empty storefronts for locally based arts activities
- Create a center for book arts for production and distribution
- Create/provide/promote venues for local grassroots artists
- Allot arts money to development centers in collaboration with wards [mailed response]
- Make a street or block dedicated to artists and their renowned success, somewhere downtown [mailed response]
- Recognize arts are too expensive in the city
- People think prices are too much for events so no one comes [mailed response]
- Replicate FREE NIGHTS: Playhouse Square, University Circle

- Appoint a liaison committee between City Hall and the arts community leaders to continue the energy and ideas that were presented at the summit
- There needs to be an official department of Arts and Culture reinstated within City Hall
- Highlight support system for artists
- Raise awareness of available jobs
- Get past “burning river” mentality
- Use public access cable as continuous loop of visual arts (Naples)
- Locking information long-term affordability for artists in community redevelopment efforts
- Build from our strengths – majors/neighborhood based arts
- Allow for “self-taught” artists, not just mainstream
- 2 areas underserved by tourism -Tremont and Little Italy
- Improve taxi service to and back with standard fair, etc. In NY City or elsewhere you can pop in a cab, here in Cleveland very minimal presence and hours not reflective of cultural needs. I am in no way related to the taxi industry. Guests from out of town who are interested in the arts and will pay \$\$ so not use RTA networks...Won't happen [mailed response]
- The development of a strong, highspeed digital infrastructure can permit arts mobility, allowing a laptop computer in a park or a school computer lab, to serve as a gateway for the Cleveland Museum of Art, creating art exploration opportunities everywhere [emailed response]
- Make sure major arts organization fully incorporate local artists in their missions
- Focus on regional approach to the arts
- Need for forums to groups that are not part of arts community

Education: How can we best provide life-long arts education to our citizens?

- Create intergenerational connection for arts- neighborhood level to community to city-wide installations
- Make sure arts are part of senior residence programs, subsidized arts organizations to provide this
- Provide education for artists' crosspollination of ideas
- Publicize more parent-child arts opportunities, or develop childcare for parents who want to visit theater, etc., provide arts experiences starting at an early age and continuously through school [mailed response]
- Have older teachers and younger teachers work together to broaden approach and understanding
- Include people with disabilities in arts – individual abilities
- Emphasize arts in schools to raise a culturally and artistically focused generation [mailed response]
- Include parents in arts education– multi-generational
- Look at nature of public art – make it real in the community
- Educate parents with PTA to continue to fund arts
- Inclusion of senior adults in arts in the schools
- Target adults who will continue art experiences away from artistic venue
- Combine school groups, performing arts groups and seniors
- Develop programs for kids with problems in the arts for rehabilitation
- Model of Miami schools Dade County District supports art teachers to be in museums 1 day a week to do curriculum development in schools

- Need better education for artists to enable them to sell their craft
- Inclusion of parents to create arts festivals in community
- Create contests to stimulate interest
- Create parent/child arts activities
- Need to create joy within art activities – need funding
- Require college level beginning teachers to integrate art into all subject areas
- Diversify curriculum of what is being taught
- Look at what is being taught and evaluate; Music history is not adequately taught
- Bring public to programs at Cleveland Institute of Music and University Circle, Inc.'s early learning initiative
- Service learning program tied to community service in the arts integration
- Promote life-long learning in the arts (Cleveland Museum of Art- 3 year grant) with other citizens
- University Circle, Inc. retirement homes
- Incorporate the education of art in all the school systems, use physical education as a form of art; programs that go into schools need to be better organized. Students need to be better informed and artists need to be better integrated (ex. dance, - a form of therapy to strengthen physical impairments, and to instill focus and discipline to our children. Art for motor skills, etc., Incorporate All)
- Create circuit internet programs
- Art teachers should teach art solely to expand potential of human being
- Develop a follow-through approach for all ages, by starting early (e.g., the Cleveland Museum education for children...usually this furthers an interest that continues life long)
- Provide an in-depth study of the African American's development, innovation, religiousness
- Change certification requirements for art teachers
- Create more after school programs since teachers do not have time to do art during the day
- Create internet network – example poetry network
- Keep information within neighborhoods through community centers, schools, malls, senior centers
- Help kids in schools start an arts and cultural club - arts based but involves community
- Keep the arts programs in the school
- Include more field trips to [art] institutions (CMA, CCCA, Severance Hall)
- After school programs (i.e. beginner, intermediate, advanced) [mailed response]
- Honor the elders with mention in schools K-12 (exchange generation) [mailed response]
- Educate through the use of new technologies that grab the interest of everyone; computers, the internet, and interactive systems are the predominant educational technologies of this century
- Provide more public access to new media technologies for the purpose of education [e-mailed response]
- Create regional arts center to support neighborhood art and to foster local arts
- Use school facilities as arts resources in every neighborhood of the city, for evening and weekend education and performances. While you couldn't mount a major theater production in an elementary school, you could offer evening or weekend performances, movies and other "events" in school fields and yards, generating interest for the entire family [emailed response]
- Develop performances in schools and in community
- After school uses schools for performing arts centers
- Community theaters could perform in high school auditoriums

- School system is not venue for every art program
- Get message of education to state board
- Get arts and principals agendas
- Need to create one arts advisory board and go to state with a message
- Testimonial of providing info about visual arts to help population
- Provide more education to help artists prepare to work in the schools – teachers as well as kids. Need to understand school programs and limitations
- Create competitions for “undiscovered” artists
- A 20 year old writes, “I have so many talents and skills to offer but nowhere to offer them. This would be my strongest area I believe if we made this [education] happen we could make [a] huge impact on our kids today. To invest in them, through business, government funds, a local site such as a school and make it into a cultural center of everything to offer to them from all our local artists in our great city. So when they grow up they won’t move but invest in our city and kids.” (chain reaction) [mailed response]
- Cleveland Institute of Art needs to increase business courses to help artists learn to sell
- Artists in our communities need places to work, places to showcase their work
- Idea of artists in residence in schools or school building could become place for art experience. List artists in unemployment, not under umbrella of organization
- Need long-term residency for artists
- Arts referral bulletin board
- The Immersion Theater concept for artists, local and long-distance learning programs [e-mailed response]
- Create partnerships between libraries and schools to enhance financial resources
- Better articulate goals so funders understand success
- Create city arts council to marshal forces
- Collaborate on infrastructure so that we know what is available for display
- Need to involve teachers in all discussions concerning furthering the arts. Respect partnerships
- The Plain Dealer relies on public as to what they will report about. Media plays role in educating public about arts
- Students in local colleges could be utilized to volunteer to enact ideas expressed today
- Cultivate partnerships in school residencies and community concerts
- Create directory of artists, programs, organizations to create collaboration\Teachers need education to appreciate diverse arts
- Program at libraries, which have large after school population of kids and rooms available
- Agencies should create programs which pay artists
- Partner with recreation centers in neighborhoods to have classes
- Encourage colleges and universities to collaborate to create a strong academic environment for performing arts to supplement the visual and musical arts strength we already have [emailed response]
- Form a cultural arts committee
- Make arts education consortium- meet all needs at once
- Explore ways to convene a group to have an effect on public school systems that will be meaningful in promoting art and music?
- Create oversight committee to ensure concerns expressed will be acted upon
- Develop fine arts council in Cleveland
- City funding to fund professionals to go to neighborhood
- Get funding to do activities with libraries

- City needs to fund artists; if artists cannot support themselves in our communities, they will not be able to live here
- City funding to go directly to artists
- County wide arts levy
- Simplify paper work that goes along with city funding, reduce barriers, more in-service training so product is superior quality
- Create Mayor-sponsored prize for arts
- Provide [financial] support to attend conferences in other areas including festivals
- Santa Anna, CA – city bought building gave it to college. Renovated as artists residences studies, programs, and retail. Etc. – Alternative models should be evaluated
- Provide more support to those organizations that already have successful arts education programs so that they can expand and nurture new programs that fill holes in the existing net
- Need for community based groups to help in self expression
- All programs need to be evaluated as to how it furthers the mission of arts in children's lives
- Arts in education appreciation-levy-board issue-everyone interests [mailed response]
- Create asset mapping
- Need greater access to educators
- More awareness of arts programs in the schools
- We need to be knowledgeable about programs we fund
- Utilize high school students' talents
- Institutions of higher learning should invest in getting students into schools and other cities benefits from our city
- Expand customer base
- Expand media arts clusters along with performing arts clusters
- Need clear map of assets and resources in city
- Need to think about legacy concerning history of arts, institutional memory
- Secure national conferences in our area
- Community level of arts is as important as larger professional groups. Improves work class status
- Need to establish definition for culture; art comes from culture – need to understand it

Partnership: How can arts and cultural organizations and artists best collaborate and form partnerships with businesses, government, and other community organizations?

- Develop church partnerships
- Strengthen inter-disciplinary collaboration (NPO, Business, Government)
- Use funding/government agencies as facilitators
- Need government representatives
- Arts trolley connection
- Strengthen non-arts partnerships (match arts to business)
- Build work/study programs – internship from colleges and universities
- [Intensify] infrastructure of smaller organizations so we don't have to fractionalize arts-create synergy between art/music/dance
- Artist/Politician - Politically active artists could donate art to politicians – tax law says we can only count material cost- in my case, abstract stone sculpture-the cost of the stone-very cheap, below \$100. The politician could then auction it off for campaign contributions at the rate it would go for in galleries-in my case several thousand dollars.

This could begin to get local artists' art into significant collections, building the artists reputation forging important new alliances and giving political importance to artists

- All organizations, businesses, partnerships, must unite and gain financial income for all cultures
- Artists should be included in planning by businesses, government, perhaps for their creative ideas
- Businesses need to better utilize arts (growth association)
- Allow government housing for artists in community since so many artists work for little of nothing and sometimes cannot pay bills. Tax abatement deal – partners with arts
- Government/corporations support for artists (use prof. graphics design)
- More collaboration between art organizations
- International arts partnership (city to city)
- Get public involved in requesting arts support
- Partner with media (billboards, radio, papers)
- Develop business/arts bartering system
- Use CNDs as bridge between arts and community
- Partner large arts organizations with small arts organizations
- Partner arts with hospitals
- Cultivate non-traditional partnerships
- Offer the creative expertise of artists and arts organizations to work in collaboration with others to help solve specific or general problems and issues [e-mailed response]
- Connect local organizations and businesses with new media artists to add their creative abilities to collaborative, problem-solving efforts
- Present other national and international organizations to the community in an effort to promote the creative interactivity of ideas and business ventures. Some of these organizations are New Media Centers (NMC), ACM/Siggraph, Eyebeam Atelier, Art and Science Collaborations, Inc. (ASCI) and The Inter-Society for the Electronic Arts (ISEA)
- Once there is a good organization on the arts organization side, its task should be to intermediate between businesses, government, etc. and the many arts organizations and artists
- If businesses care enough about our city, we will surely care about the business. Then there's promoting, partnership, resources, service at low cost to artists and people contribute the funds and time and love for the city [mailed response]
- One arts website that is visible, has name recognition
- Artist's newsletter (Iowa model)
- Arts directory with search
- Arts bulletin board (venues, facilities, etc.)
- Arts/Artists directory
- Arts reps on neighborhood community groups
- "Cleveland" regional arts identity
- "Buy Cleveland Arts" campaign
- Teach Corporate leadership value of arts (corp. arts directors)
- More awareness/education of business in arts outreach
- Promote arts to youth/parents (arts as career in Cleveland!)
- Need to promote entire Cleveland, arts scene (retain 25-35 employees)
- City wide arts and cultural festival – "celebrate the arts" (use parade the circle as the annual kickoff) (Spoleto)
- Use neighborhood festivals to promote arts and artists
- Create "Arts Pass" to multiple events/institutions

- Need more media coverage
- Use professional communicators for arts (AIGA)
- Artist Directory [mailed response]
- Issue focus – focus for a 2-3 year cycle, for an issue deemed to be extremely important to the community and its future well being, and bring entities together to find ways art can be included to communicate about the issue/theme and inspire people to work together toward solutions. This structured means of working together would spawn a variety of other partnerships as people and organizations interact [mailed response]
- Neutral facilitators
- Facilitated programs (UCI, ICARE, PARADE, etc.)
- Collaboration training
- Collaborate facilities (Arts Center, Access for youth)
- Utilize art talent of high school/youth
- Match arts talent with need
- Leverage new technology/media
- Model Chicago gallery 37
- Collaborative arts programs
- Skymall arts galleries
- Education impact of arts/arts issues
- Maximize arts “front-door” during good weather (nightlife, etc.)
- Facilities/support for visiting artists
- Artists database (support local artists)
- Reinforce advocacy of arts/music programs in schools
- Use “unused” space for arts galleries/studios
- Business/arts think tank (match need with talent)
- Better training to connect arts with business (product design)
- Arts incubator (marketing, entrepreneurship)
- Arts offices in government
- Arts live/work space
- Relational arts council
- CDC as catalyst organization
- Arts clearinghouse with galleries
- Cleveland business/arts advisory council (arts economic impact)
- Cleveland arts resource center (funded by Partnerships)
- Coordinate arts events from city hall
- Create a City Arts Council to provide an awareness of the available arts resources of the area to interested parties. Members of the Arts Council should consist of representatives of all arts organizations, including museums, galleries, educational institution art departments, and individual artists
- The Arts organizations need to do a better job of coming together as a congress of like organizations; the civic leaders could facilitate this through an Arts Council even if that organization never becomes a funding source
- Create a “United Way for the Arts” that organizes funding for the arts in a way that has proven so successful in cities like Charlotte [emailed response]
- Government should help in non-financial ways. For instance, when we first started our theater company, simple checking accounts presented problems. The account has little money and has a “lumpy” financial cycle, reflecting our production cycle. An idea to explore is the development of an arts credit union. Because it may take time to create one, perhaps government can partner by offering its credit union to arts organizations

during the development phase. An arts credit union might help provide stronger financial practices and better financial options for organizations [emailed response]

- Artists tax breaks
- Tax breaks for art sales
- Get the money into the artist's hands
- Government funding for arts (arts on ballot)
- City works matching grants for artists
- Percent of donated art sales (artists)
- Arts network with funding
- Business donate arts materials (NY model)
- Research arts partnerships (other national/international models)
- Leverage "parties in park"
- Mayors summit with other cities/businesses
- Take arts to community – (ex. arts at the airport)
- Professional center for youth arts
- Arts corridor in downtown Cleveland
- Storefront galleries
- Provide a place where the community can go to learn arts- keep the children busy [mailed response]
- Provide the first public art facility that focuses on exhibiting new media arts, including digital photography, 2D and 3D computer graphics, digital video and animation, digital sound design and sonic graphics, internet websites and interactive components, computer games, virtual reality environments, and others yet to come. Local galleries and museum are not showing this work
- More centralized support/access to arts and artists – city vs. Region
- Arts organizations need to coordinate for community good
- Sharing volunteers
- Connect education in the arts to grow Youth Days-where "art work" could document the activities [mailed response]
- Need to "sell" arts for business benefit

Access: What can we do to connect more of Cleveland's citizens to arts and culture?

- Better transportation to/from opportunities
- More space options at affordable cost
- Cure parking problems
- Develop and structure existing arts hot spots
- Get art to the people – expand reach (street performers, public displays)
- Media arts access center
- Handicap accessible
- Festivals/diversified shows and exhibits – open to public and free
- Citywide open studios (Superior Art Center)
- Provide scholarships that require recipients to submit proposals for furthering art
- Fund/create street performers at the airport, downtown, in parks
- Identify a community art in the street day
- Create more spaces for locally made public art
- Non-conventional venues: Try to utilize underutilized places and spaces. EI: Art show at Terminal Tower Rapid Station, Orchestra at the airport, performance venue at the zoo. There is a grant known as the GUNK GRANT- specifically for this kind of "art in unusual

places” activity. In Paris there is a commission that auditions musicians to play their metro (RAPID) system – Charles De Gaul airport has large displays of French artists on exhibit. When will be the next time the new Brown’s stadium will see use?

- Transportation – bus people to events, “arts mobile”
- Admission checkout program (checkout admission cards like you would a library book)
- Use available resources better (coffee shops)
- Target younger generations (education, involvement)
- Cross cultural programs
- Get community involved in actual productions
- Invite area leaders to events
- Create an arts district – link to existing areas
- Greater access across income levels
- Disability access
- Discount cards to different venues
- We can connect more citizens by embracing art in the schools and on the neighborhood level through community centers and institutions [mailed response]
- Promote the idea of integrating the arts into the community more, working in collaboration with various public organizations, science, technology, and business to the benefit of 21st century society
- Provide access to global information on new media arts and technology through the use of our website, computer Internet system, an electronic bulletin board, and printed information pieces. There will be links to artists, arts organizations of all types, exhibitions and conventions, arts competitions, and job opportunities [e-mailed response]
- A community and neighborhood digital network, and the highspeed connectivity in every part of the city to allow residents to take advantage of the network, would allow the public to connect easily with arts and culture resources in the city and their neighborhood [emailed response]
- Create more opportunities for festival style free programs in attractive venues such as the zoo, North Coast Harbor, etc. Look at the success of “Parade the Circle” and expand it/replicate it elsewhere in the City [emailed response]
- Quarterly arts magazine like Chicago/ New York [mailed response]
- Address arts in a nightly section on TV
- Better media coverage (spotlight different organizations)
- Do a large marketing campaign
- Familiarize people with business, technology, culture, etc.
- Expand promotion beyond Cleveland (sister cities)
- Kill the idea that time invested = value
- Have more art summits
- Educate/expose youth to art at a younger age
- Listings of every event
- Provide even more media coverage (newspaper, magazines, radio, television, and the internet) of art and cultural news and events-locally, nationally and globally. [e-mailed response]
- Offer a web page for every individual artist in the region
- All encompassing website
- Website to connect all types of artists, including back of the house activities – locally based
- Promotion of the arts needs to be fun!
- Brand Cleveland as an Arts Community

- Present a unified message about the arts to brand the community
- Create a performing arts directory for the city
- Advertise this type of summit more in Cleveland and support all museums with this idea for the arts
- Arts presence on local tv (more coverage, more programming, media professionals in arts/arts editor)
- More media coverage in printed materials
- Arts and Culture not easily found in phone book
- Arts hotline
- Performing arts directory
- Special inserts in papers
- Website (all encompassing) multiple forms of information/promotion at same time
- Kiosks, RTA buses (inside and outside) Bus Shelters, etc.
- Work together and collaboration to minimize costs with advertising
- Increase awareness of businesses that offer free advertising
- Create more arts appreciation
- Have the media report more arts events and have articles about our artists
- Add a listing of opportunities available to culture4me.org including help wanted, work wanted, training, education, volunteer and business opportunities listings. Also maybe buy and sell used equipment and equipment needed listings. Basically a diversified upgraded classifieds section. Also offer a free resume/home page for job seekers. There is a film industry web site that offers this service at mandy.com, which is where I got this notion [e-mailed response]
- Improve local marketing of the Arts through collective action; instead of each organization trying to do its own marketing, bring these functions into a centralized collective that shares databases and media access. Collective media buys may also reduce costs [e-mailed response]
- Develop strong art in parks programs, provide free tickets and transportation to low-income people [mailed response]
- Provide means for artistic exploration
- Develop community art making initiatives around issues that affect disenfranchised people: homelessness, jobs/unemployment, high rate of black males killed by gun violence, hunger, unequal educational opportunities [mailed response]
- Help with obtaining permits to do more programs in interesting places
- Reduce resistance from city (permits, access, use of space)
- More local programming at the parks, community centers, etc.
- Program at Recreation centers
- “Pay as you can” programs
- Provide after school arts “mastering” programs, instructor should be grade “A” with references, strong history of education in their art they have mastered [mailed response]
- Family arts programs. When they go to recreation centers they are short handed with assistance, and not consistent with services [mailed response]
- Provide presentations by global artists, scientists, and technicians to discuss their work in this evolving field of creativity that relies greatly on collaboration [e-mailed response]
- Government funding
- City assist with artist/organization fundraising efforts
- Make arts a higher priority in the city
- More funding to reach more people
- Designate an area with public money invested to support performing and visual arts to create critical mass – arts enterprise zone

- Find a funding solution to support all of the ideas presented
- Get all artists involved and provide income for artists in Cleveland at the sports arena, stadium, football and basketball Jacobs field
- Tax help/rent stability for artists
- Provide public funding to arts organizations that charge fees for performances or admission to support opening up their programs to audiences on a free basis. For example, most theater companies could give a “Free Night of Theater” on Wednesday nights or Tuesday nights (there being less commercial demand those evenings) in exchange for public funding. This gives access to people who today have no access due to cost factors [e-mailed response]
- Establish a Cleveland Department of Arts and Cultural Affairs
- Connections should be through the Mayor’s office, perhaps a Coordinating Council for the Arts for relationship on all levels with the community, as well as definitive organization for “public art” to coordinate all organizations, also aware of how the arts are presented, e.g., online services, do they totally represent the arts in the city? Knowledgeable people who handle the arts for the community
- Department of arts and culture at city hall to provide support and funding
- Create an entity to do large funding campaign for all
- Form a group that is promoter, liaison and funder for arts area s(i.e. another university circle, inc for greater area)
- Local arts council/regionally
- Provide artists with tools to create art
- Provide artists with technical assistance
- Support for artists (market research)
- Promote websites that are out there and give good information – www.artsmarketing.org
- Use resources better (need central location for information – events, technical assistance, after school programs, etc.)
- Make arts a higher priority
- Catch up with other cities – get with the times
- Coordinate dates and schedules with other groups
- Is it a question of cost or convenience - people get value out of cost
- Housing for artists [mailed response]
- Community IDENTIFICATION of “Neighborhood Assets”, Rotating Exchange programs, Community Resource Composite [mailed response]
- Continue to have regular, open forums to discuss various ideas and issues of the arts and culture community, and it’s relationship to the city
- Focus on the importance of new media technologies, as the newest tools of the creative arts [e-mailed response]
- We as a city have to connect, bound, work together, in a unity as one big body. That’s where the strength is. Not just one person or a committee to decide on what needs to be done. Nothing gets done, too much compromising that’s life. You need to get the real feedback from all age groups of people that have a desire and passion to be heard. Share their ideas with others. One of the main reasons is, let them get involved for those that are willing to put their time, effort, hard work, determination, respect and love to the city and all humankind. As a servant you do everything out of goodness and kindness and you will be blessed in return [mailed response]

Resources: How can public investment expand the cultural sector's economic benefit to the region?

- If public investment can support joint marketing and also help to sustain arts organizations both small and large and support creation of “new work” as well, it would help to maintain/expand jobs in the arts, and also bring visitors who would spend money [mailed response]
- Obtain public money – what is the current status of CPAC on tax issues?
- Directing monies to underserved; greatest needs areas – resources identification
- Support artists – putting \$ in their hands, free lance opportunities
- Build infrastructure – use current organizations to funnel (as fiscal agent) \$ to artists
- Individual artists funds
- Hotel/motel tab, percent for art program – look at other examples and build on here
- Consider county or multi-county levy to generate money for artists and arts organization
 - a) city already faces budget deficit and cannot afford new staff for its planning or development,
 - b) competing for current funds denies funds for an existing program – we need to create new resources!
- Capital – facility space for artists and organizations
- Operational support
- Public trust – mentoring system with partner business to manage fund responsibly
- Support for emerging artists, galleries
- Build on economic case of the arts to get money out of existing economic development budget
- Tax abetments/support the arts – building infrastructure
- A tax base, provided by the county, perhaps for assessing by county for the arts. This does seem plausible. Businesses also may contribute
- Each councilperson has discretionary “precinct funds” derived from the city budget of several hundred thousand dollars. Individually or as a group, a small portion of each councilperson’s fund could be used to host opportunities for underserved artists in our community. Other resources could be used in a WPA type program (I’m leery of the \$800,000. spent for the justice center’s new Jim Dime piece monolithic approach to place art is too institutional. If this money had established an endowment to fund annual or monthly art shows/performances, and the justice center had been designed with this in mind, many local artists could benefit, on a regular basis, and provide an opportunity to inspire those who have yet to commit to a life of creating art)
- County wide tax issue for arts
- Building modification codes (live/work space)
- Appeal sports/football stadium parking tax
- Sales tax on arts to arts
- Individual artists grants
- Have arts on ballot
- Ohio lottery money – direct to the arts
- Seed money for the arts – include for-profit adventures
- Funding symp. On accessing public and private monies
- City influence on or for supporting local actors – hire locally
- Support local artists financially to keep them here and thriving
- Repeal the 8% parking tax for arts organizations
- Provide grants, donations, spaces [mailed response]
- Dedicated capital to promote cultural tourism, renovate (where possible) cultural attractions, Cleveland celebrations (annual Arts Fest) etc. [mailed response]

- Give smaller institutions more money to hire the artists. Create a reason (arts) for people to come to our city. [Mailed response]
- Financial support from any source can only help to inspire further creative efforts [e-mailed response]
- Financial support is necessary to maintain a population of creative artists in the region as an important, involved element of the community [e-mailed response]
- *Ensure Survival.* Virtually every one of our Arts organizations need financial support to weather the downturn in corporate support that is the natural fallout of our shrinking base of large corporate employers. The first benefit of public investment will be to stabilize this situation
- *Stimulate Growth.* Expansions are necessary even for our most successful programs. Further, there are vast opportunities for improving on what we have today. Art is dynamic; our needs change. And there are opportunities for our City to increase the economic contribution of the Arts. Every civic dollar spent today is highly leveraged by the recipients using private funding. The return is good; more private capital will follow the public stimulus
- *Make Arts a Tourist Magnet.* We need to look for ways to leverage our many performing, musical and visual arts as tourist attractions for travelers from throughout Ohio and beyond. Why is there no city brochure that is used in Columbus, Toledo, Youngstown, Pittsburgh, Erie and Detroit to market our many Arts venues? Why does Columbus advertise its many smaller attractions where we fail to market our larger, better attractions?
- *Arts can be a Development Building Block.* We need to ask whether the Arts can be a solution to some of our city's development issues. This has been the case in the past – Playhouse Square anchors the eastern part of downtown and the Rock & Roll Hall of Fame anchors North Coast Harbor. Could a new venue for not-for-profit performing arts be part of the solution for Public Square – either inside Dillard's or on the "AmeriTrust Tower" site? Or can the Play House neighborhood be made more attractive through county and city-supported enhancements? [emailed response]
- *Government Dollars.* Much of this discussion in the session I attended focused on public resources, both budget funds and government staff. While the higher level of attention from the city will inevitably help arts organizations, government staff is already stretched and the city faces budget deficits. Rather than fight over current resources and staff, displacing existing needs/priorities, the arts/culture should bring new issues and options to the table. One option raised in one of the sessions talked about hotel bed taxes. Arts/culture generate substantial tourism dollars, but if I'm not mistaken, Cleveland already has the highest bed tax rate as a result of paying for sports venues, based on a claimed nexus between sports and tourism (even for a football stadium used eight times/year). We need new revenues, if we are to turn to government financing in a significant magnitude. How about a ticket tax, applying to sporting events? Arts groups likely would participate in public levies, perhaps for the convention center, if public funding for the arts were a significant component and other arts venues were created in the process. Speakers paraded statistics documenting the "economic return" on the arts, but this is largely a return on the investment of artists and organizations, not the public sector. The public sector needs to help expand this return [emailed response]
- Cleveland City Council should involve the arts and cultural organizations in planning. The office should think about festivals, installations, week/month/year of celebrations, holiday events for the citizens of Cleveland but supported by the City (through space donation \$ when possible, etc.) but presented for the citizens by its artists and cultural organizations

- If the planning office is not taking the arts/cultural as a primary player in the definition and growth of the greater Cleveland area it must begin to do so [mailed response]
- Need for a community development city plan that includes the arts
- Cultivation of young leaders – involve students of various ages they will be “voice” in future plans
- Cultivate philanthropy – involve individuals, corporate, etc. in planning
- Build on strength of the arts in our city
- Austin TX as a role model
- Artists participate in restoration, reviving storefronts – involve partners (i.e., public library as space)
- Economic Development/Community Development
- Festivals, Conventions, Conferences, etc. – involve artists, arts administration in planning
- Multiple neighborhood arts districts to foster support
- Build relationship with our councilperson
- Must have faith in the people in arts in this city and give them the chance to make a huge impact and dramatic change in a city. Then offer you help, ideas, resources, scripts, details and invest in other city's and companies you not only strengthen each the US and economy and world [mailed response]
- Need for festivals, more downtown events (without high cost of parking)
- Be open to change – connection between different venues: welcoming multiple forms of the arts – Bridge the Gap!
- Provide greater access to public using public funds for access
- Weekly art shows in the flats
- Develop artistic products to import
- Need for inclusion – addressing accessibility for all
- Parking –Tremont, little Italy, etc. <fronted support>
- Access to facilities, neighborhood
- More Arts Festivals
- Involvement of local artists in presenting work
- Geographical area – central arts location (top-down building critical mass)
- Ethnic festivals (weekly in Milwaukee)
- Store front art displays (i.e., tower city)
- Cleveland city artists gallery located in Chicago – to show off city artists
- Center for media arts – exhibits, resource center, access to hardware, equipment needs
- Mid-town gallery opening – focusing on electronic
- Develop an advisory committee – involve the arts on committee work (i.e., Dike 14 public forums)
- Develop arts council to monitor accountability/grants distribution
- City arts agency
- Who is funding in our schools? Who is watching the funders? Who are the decision makers? How are they evaluating such fund? Accountability = quality programs – Need organization to oversee
- Local arts council/central agency to manage
- Regional arts council – need for leadership and logistics
- Central database – digital and physical resource center (artists, organization recruitment, portfolios online; community resources for jobs, partnerships, artists call center, collaboration opportunities)
- Regional arts council – include gallery show city artists works (grants for exhibits)

- Generate destination spot packages
- Arts marketing – distribute materials locally, statewide, nationally to improve “access”
- Centralize/supply information on Cleveland events calendar
- Provide technical support for hardware, cultural websites for local organizations, etc.
- Destination Spots – world music festival
- Traveling the region – “Cleveland artists on tour”
- Need for capacity building assistance
- Human resources – tap into our community
- City serving as leader – providing technical assistance to help with fundraising, promotion, etc.
- State of OH guidance
- Education individual artists on grant writing – grant resources
- Maintain strategic competitive edge
- Partner/collaborate rather than reinventing the wheel
- Embrace, encourage current government relationship – do the same with business.
- Build patrons of the arts
- More forums/task forces
- Initiatives with technology
- Business in the arts award – give back and thank them to build relationships
- Use registration for today’s forum as a roster for support for the arts
- Support for marginal/grass roots arts
- There is much to gain by utilizing advanced technology for proceeding in all of the above areas, e.g., New York City and their use of the media
- Offer more jobs in the community, schools recreation centers, neighborhoods, etc. For all cultural sectors to raise income [emailed response]
- Need for performance space (look at other city’s models)
- Outreach
- Art, science and technology focus
- Art, technology and business partnerships
- Encourage the interaction of creative artists with science, technology, and business [e-mailed response]
- *Public Infrastructure Investment.* Artists and arts groups are individual entrepreneurs and small businesses, heavily reliant upon marketing and communications. Many live and work in non-commercial areas, or low-income areas, which are traditionally the last to receive public and private investment. Strengthening the digital infrastructure, with high speed Internet and/or strong wireless Internet and communications opportunities, in every neighborhood would be an important contribution, as well as spur other economic development opportunities [emailed response]

SECTION 2

Strategic Objective Themes

The following 19 strategic objective themes emerged from the recommendations made by participants at the May 15, 2002 Arts and Cultural Summit.

- 1) Establish comprehensive local public sector revenue sources, grant investment programs and distribution protocols
- 2) Establish comprehensive print and electronic communications
- 3) Create comprehensive marketing campaign for northeast Ohio's people and visitors
- 4) Develop public events, festivals and portable programs
- 5) Develop and expand collaborations, partnerships and joint ventures
- 6) Improve and expand arts and culture advocacy efforts
- 7) Build and improve arts and cultural facilities
- 8) Develop cooperative plans and programs
- 9) Expand technical assistance, business practices and entrepreneurial skills
- 10) Strengthen diversity and multigenerational arts and culture educational programs and services
- 11) Strengthen and expand the development of arts and cultural educational curriculum
- 12) Develop arts and cultural public administration positions and cultural councils
- 13) Cultivate stronger and broader private sector support
- 14) Provide professional arts and culture educational development opportunities
- 15) Build strong and positive public opinion of the arts and cultural sector
- 16) Continue to conduct arts and culture research
- 17) Improve transportation to and from arts and culture opportunities
- 18) Expand arts and culture programs and services for people with disabilities
- 19) Expand and improve artists' educational residencies

Appendix B

Cleveland City Council's Arts and Cultural Summit Taskforce and Advisors:

Julie Adrianopoli, Chris Carmody, Cavana Faithwalker, Art Falco, Susie Frazier, Todd Gauman, Bill Gould, William Jean, Jeremy Jenkins, Christopher Luciani, Mike Moritz, Abe Olvido, Joan Perch, Dee Perry, Sarah Reinbolt-Staiger, Nadia Sanko, Thomas Schorgl, Patrick Shepard, and Claudia Vitulich

Artists and organizations that donated performances to Cleveland City Council's Arts and Cultural Summit:

Anne E. DeChant, Broadway School of Music and Arts, Cleveland Institute of Music, Cleveland Museum of Art, The Cleveland Opera, Cleveland Public Schools and the student cast of "The Wiz", Greater Cleveland Poetry, In. Let Dance Company, Kawacan, Michael Medcalf and Cleveland Contemporary Dance, Native American Indians, SAFMOD, Sarah Morrison Dance Company, Pops Orchestra

Exhibitors who provided a sampling of the rich diversity of Cleveland's arts and cultural community:

Galleries:

ArtMetro, Bockrath Gallery, City of Cleveland Bureau of Cultural Arts, Dead Horse Gallery, GSI Fine Art, Newton D. Baker School of the Arts, The Bonfoey Company

Individual Artists:

Charles Basham, Bruce Biro, Lissa Bockrath, GROOP, Mark E. Howard, John Jackson, Patrick Kelly, Patricia Kucan, Douglass Max Utter, Lisa Meck, Jose Luis Quinones, Enrique Santana, Phyllis Seltzer, Enid Williams

Arts and Cultural Organizations:

Art House Inc., Art on Wheels, Art Space/Cleveland, Broadway School of Music and Arts, Cleveland Community, Cleveland Public Schools, Cleveland Public Theatre, Heights Art Collaborative, Kiloloarts, Lyric Opera Cleveland, Music and Performing Arts at Trinity Cathedral, Northern Ohio Jazz, Ohio Independent Film Festival, Poets' and Writers League of Greater Cleveland, Sankofa Fine Arts, Spaces, The Artists Archives of the Western Reserve, The Cleveland Artist Foundation, The Cleveland Center for Contemporary Art, The Cleveland Institute of Art, The Cleveland Institute of Music, The Cleveland Museum of Art, The Cleveland Pops, The Foundation Center, The Greater Cleveland Roundtable, The Rainey Institute, The Sculpture Center

Supporters who helped cover Summits costs:

Summit I: Cleveland City Council Block Grant; *Summit II:* Council of Smaller Enterprises (COSE), USBank, The Community Partnership for Arts and Culture

Cleveland City Council Members

<u>Ward</u>	<u>Members</u>	<u>Address</u>	<u>Zip</u>	<u>Home</u>	<u>Office</u>
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9	Kevin Conwell	774 East 131st Street	44108	541-6403	664-4252
10	Roosevelt Coats	1775 Cliffview Road	44112	486-2323	664-4743
11	Michael D. Polensek	17855 Brian Avenue	44119	531-7648	664-4236
12	Edward W. Rybka	6832 Indiana Avenue	44105	641-8265	664-4233
13	Joe Cimperman	3053 W. 12th Street	44113	687-6772	664-2691
14	Nelson Cintron, Jr.	4326 Daisy Avenue	44109	939-8101	664-3706
15	Merle R. Gordon	1813 Tampa Avenue	44109	459-1272	664-4238
16	Michael C. O'Malley	6710 Brookside Drive	44144	661-7002	664-2943
17	Matthew Zone	1228 West 69th Street	44102	961-1235	664-4235
18	Jay Westbrook	10513 Clifton Blvd.	44102	281-1811	664-4230
19	Dona Brady	1272 West Blvd.	44102	671-5515	664-3708
20	Martin J. Sweeney	3632 West 133rd Street	44111	252-0986	664-2942
21	Michael A. Dolan	16519 West Park Road	44111	941-1816	664-4239

City of Cleveland Mayor

Mayor Jane Campbell	601 Lakeside Avenue	44114	664-2220
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