

Ann Arbor
Chelsea
**Washtenaw County Cultural
Master Plan**
Dexter
Manchester
Milan
Saline
Ypsilanti

Wednesday, July 8, 2009

Washtenaw County

Board of Commissioners

The Arts Alliance

- County-wide arts service organization
 - Incubated by the Ann Arbor Area Chamber of Commerce
 - Established as an independent, nonprofit organization in 2008
 - Conducts research, convenes meetings of artists and arts organizations, speaks on behalf of the cultural sector, and serves as a connector of the arts with business, government, education, and other sectors

Background

- Report on the Economic Impact* of non-profit cultural organizations
 - \$165 million economic impact in the county
 - Over 2,600 jobs
 - \$57 million in household income
- Arts, culture, and creativity are among core elements that make Washtenaw County a special place

*Economic Impact Study, Arts Alliance, 2002

Goal of Cultural Master Plan

- The purpose is to create strategic vision of cultural development across the county over a 5-year period
- Cultural Plan is a tool for achieving that vision

Project's Three Main Components

1. Gathering data about our county's cultural assets and resident attitudes/interests in arts and culture
2. Identifying county-wide cultural goals based on the data, and writing action steps to achieve these goals
3. Finalizing the county-wide cultural master plan and assisting participating communities to customize the plan

Process & Involvement

- Project initiated in 2007
- Project co-chaired by:
 - Robert Guenzel, Washtenaw County Administrator
 - William Miller, Superintendent, Washtenaw Intermediate School District

Process & Involvement

- Project dovetailed with the County's Ann Arbor Region Success project
 - Recommendations of the Washtenaw County Cultural Master Plan fed directly into the Success Strategy
- Worked closely with local planning groups such as:
 - Ypsilanti 2020 Taskforce
 - Dexter Arts, Culture and Heritage Committee
 - Saline Culture and Arts Committee

Process & Involvement

- Participation from government, business, education, civic, and cultural sectors in the county's main population centers:
 - Ann Arbor
 - Chelsea
 - Dexter
 - Manchester
 - Milan
 - Saline
 - Ypsilanti



Process & Involvement

- 18-month, community-based planning effort
 - Input from 5,000 county residents
 - 29 interviews and community forums
 - An online survey
 - Artists' census
 - 2,530 individuals responded to the census
 - 1,173 met criteria to be designated “Working Artists”
 - Study of the area's creative economy
 - Conducted by Ann Arbor SPARK
 - Analysis of Bureau of Labor statistics

Key Findings

- **People in Washtenaw County Value Arts and Culture**
 - 63% said arts and cultural programs were *very* important to their choice to live in Washtenaw County
 - 75% said that business support for culture made a difference when they chose what businesses to patronize

Key Findings

- **Many Businesses Recognize the Value of Arts and Culture to the Bottom Line**
 - 63% said that access to arts and culture was important in their decision to locate or keep their businesses in Washtenaw County
 - 57% thought access to cultural programs was important in helping to recruit and retain qualified workers

Key Findings

- **The Creative Sector Plays a Distinct Role in the County's Economy***
 - 4.6% of the county's total workforce works in the creative economy
 - 10% of the county's total payroll is generated by the creative economy
 - 823 students from University of Michigan and Eastern Michigan University earned degrees related to the creative economy in 2007

Key Findings

- **The Quality of our Cultural Offerings is Generally High, but not Everyone has Access to Them**
 - 88% were satisfied with the quality of arts, heritage, and interpretive science programs in their community
 - 66% felt that good science and arts education is not equally available to students throughout the county

Six Strategic Areas

- Actions are organized into six strategic areas:
 - Lifelong Arts & Education
 - Creative Economic Development
 - Capacity Building, Funding, and Investment
 - Communications, Audience Development, and Advocacy
 - Cultural Facilities
 - Diversity & Access

County-wide Priority Actions (Being led by the Arts Alliance)

- **Make Arts and Culture an Integral Part of K-12 Education throughout Washtenaw County**
- **Provide Services That Support the Growth of the Creative Economy**
- **Increase the Visibility of the Cultural Sector Through Collaborative Marketing**



County-wide Priority Actions (Being led by the Arts Alliance)

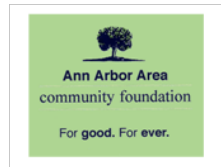
- **Increase Public and Private Sector Funding for Arts and Culture**
- **Benchmark Diversity in the Audiences, Staffs, and Programming of Washtenaw County Cultural Organizations**
- **Strengthen the Arts Alliance so it can oversee the implementation of the Cultural Plan and deliver services to help the arts present programs that benefit all the County's citizens**

Customizing the Cultural Plan by Locality

- The Arts Alliance held 3 meetings in each of the 7 population centers to assist community residents align cultural plan objectives with local needs and values
- “Mini” cultural plans have been created for each of the 7 population centers
- **Result:** Individuals throughout the county are working locally to achieve the goals outlined in the county-wide cultural plan

Acknowledgements

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