

Public Art Advisory Commission of the City of Franklin, Indiana
2021—2025 Strategic Plan Summary
March 31, 2021 DRAFT Document

The overall goal of the Public Art Advisory Commission is to establish a Franklin Cultural Arts and Entertainment District (the District), recognized by the Indiana Arts Commission, to support economic growth and encourage a creative climate (*the next opportunity to apply is early 2022*). The District will support the vision of purposefully making arts and culture a priority in the community by encouraging an atmosphere that is creatively active and to amplify focused synergy among community partners to provide rich arts and cultural activities and experiences.

GOALS	
ARTS AND CULTURE IDENTITY	CULTURAL AND LEADERSHIP DEVELOPMENT
Deepen and strengthen Franklin's unique, authentic cultural identity.	Develop plans that empower artists, residents and visitors to learn about the arts and express themselves creatively.
COMMUNITY DEVELOPMENT	ECONOMIC AND TOURISM DEVELOPMENT
Develop plans that incorporate overall city development strategies, including the arts, to offer enhanced quality of life	Facilitate relationships between economic development, tourism and the arts.
MANAGEMENT AND PLANNING	
Support a guiding team of relevant partners that actively collaborate to move the arts and cultural District's plan forward.	

OBJECTIVES				
<ul style="list-style-type: none">◆ Research the cultural heritage of Franklin that is or can be celebrated through the physical spaces, special events, and the everyday experience of being in the District.◆ Create a distinct story of how the District is tied to the history of Franklin.◆ Create a brand and logo for the District that illustrates Franklin's cultural heritage.	<ul style="list-style-type: none">◆ Nurture leadership amongst artists, interested parties and residents to strengthen the District's reputation as a vibrant cultural and economic development engine.◆ Continue to value and intentionally cultivate strong, mutually beneficial partnerships with artists and collaborative creative groups.	<ul style="list-style-type: none">◆ Identify commonalities between Franklin economic development and the arts community.◆ Review Franklin's comprehensive plan to determine how the District fits into the development strategies.◆ Consider how artists can be supported as small business through development strategies in Franklin's plan.	<ul style="list-style-type: none">◆ Explore collaborations between economic development officials, tourism and artists to improve the District.◆ Explore accessing resources for the District through the Inkeeper's Tax and other funding sources.◆ Examine existing policies that may be diverting away cultural resources or revenue.	<ul style="list-style-type: none">◆ Follow the Indiana Arts Commission Creative Community Pathway to become a designated Cultural District; making application at the next available opportunity.◆ Continue to utilize the Franklin Public Art Advisory Commission to oversee the pathway to a Cultural District designation and manage Franklin's District.
STRATEGIES				
<ul style="list-style-type: none">◆ Develop a District promotional strategy to educate residents and visitors about Franklin's creative heritage.◆ Boost Franklin's reputation as a vibrant cultural hub by promoting unique places and opportunities.◆ Compile and maintain a comprehensive list of community partners to help promote the District.	<ul style="list-style-type: none">◆ Continue to recruit, educate and cultivate the talents of interested parties, for District leadership roles.◆ Capture the stories and images of people who create in Franklin, including artists, makers, storytellers, and creative citizens.◆ Illustrate how residents are engaging with artists in the community.	<ul style="list-style-type: none">◆ Integrate District goals into Franklin's comprehensive plan.◆ Develop strategies for addressing needs found to be common between the city and the arts community.◆ Formulate a plan to support artists and other creative groups as small businesses.◆ Illustrate how plans will impact the mental and physical wellbeing of residents and visitors.	<ul style="list-style-type: none">◆ Determine how arts and culture can drive tourism, attract a diverse workforce, increase tax revenue on retail and food and beverage sales, etc.◆ Communicate and illustrate how arts and culture plays a role in accomplishing overall city development goals.◆ Develop strategies with the local tourism and marketing organization to promote the District.	<ul style="list-style-type: none">◆ Develop a detailed plan of what is needed for a 2022 submission to the Indiana Arts Commission to become a Cultural District.◆ Finalize the boundaries of the District.◆ Develop a plan to support District projects through grants from the city and other funders.◆ Build relationships with Franklin College staff and students as resources to promote the arts.

SHORT TERM OUTPUTS AND OUTCOMES				
ARTS AND CULTURE IDENTITY	CULTURAL AND LEADERSHIP DEVELOPMENT	COMMUNITY DEVELOPMENT	ECONOMIC AND TOURISM DEVELOPMENT	MANAGEMENT AND PLANNING
<ul style="list-style-type: none">□ Annually collaborate with independent artists and other creatives on local and regional events.□ Annually connect with art, design and performing arts programs at regional educational institutions, including school corporations and institutions of higher education.□ Annually evaluate the comprehensive list of community partners that help promote the District.□ By July 2021, research other communities that have been adept at articulating their local identity. Modify their experience to Johnson County, if appropriate.□ By July 2021, determine if the services of a professional marketing and branding firm is needed to complete identity development.□ By October 2021, complete the distinct story(ies), the brand and logo for the District.□ By year-end 2021, complete all promotional materials for the District.□ By year-end 2021, begin boosting Franklin's reputation as a vibrant cultural hub.□ By year-end 2021, designate a District welcome and visitor's center showcasing local artists of all disciplines.□ By year-end 2021, complete construction of the amphitheater and finish current projects (i.e. water tower, banners, electrical boxes, etc.) and add these to the list of cultural assets to further illustrate the District's vibrancy.	<ul style="list-style-type: none">□ Annually review the roles and responsibilities of the Franklin Public Art Advisory Committee and subcommittees to confirm that each interested participant is comfortable in their responsibilities.□ By October 2021, capture and continue to capture stories and images of people who create in Franklin and showcase to the public via determined methods of communication.□ By year-end 2021, compile a list of where and how residents are engaging with artists in the community and approximately how many are participating in each activity and event.	<ul style="list-style-type: none">□ By October 2021, review the city's comprehensive plan and identify where commonalities exist between Franklin development plans and the arts community. Update both plans, if needed, for consistency.□ By year-end 2021, develop strategies for addressing the needs found to be common between the city and the arts community.□ By October 2021, illustrate the impact on the city, arts community, residents and visitors of supporting a vibrant District.□ By October 2021, justify how a cohesive plan for the city and arts community will impact the quality of life (health and wellbeing) of residents.□ By year-end 2021, develop and implement a plan of how artists can be supported as small business through the several small business strategies mentioned in Franklin's comprehensive plan.	<ul style="list-style-type: none">□ Annually evaluate projects and events for the economic impact to the city and local tourism.□ Annually promote the economic impact of projects and events to the community.□ Annually explore resources available for the arts through taxpayer dollars and other arts funding sources.□ Annually assess the composition of the Franklin Public Arts Commission and its subcommittees to determine if economic development individuals are well represented. As needed, recruit those individuals who are familiar with economic development tools—i.e. tax incentives, municipal projects, workforce development, etc.□ By year-end 2021, assess all city policies and rules to determine if said policies and rules are detrimental to the arts community. Create a plan for change, if appropriate.□ By October 2021, develop strategies with the local tourism and marketing organization to promote the District.□ By October 2021, illustrate the importance of economic development to the arts and vice versa to strengthen overall community health and wellbeing.	<ul style="list-style-type: none">□ By October 2021, review and update the arts master plan and District Long Range Plan for Franklin.□ Annually, prepare and submit a plan to the Mayor describing the Franklin Public Art Advisory Commission goals and plans for the city's arts master plan and the District long range plan program for the coming year, and amend such plan as necessary.□ Annually integrate approved District projects and events into the annual city calendar.□ Annually assess, the Franklin Public Art Advisory Commission's role in improving the general aesthetic quality of the city's public art and assist members of the public and nonprofit organizations in conjunction with the city in meeting identified needs.□ In preparation for the Indiana Arts Commission Cultural District application deadline, by October 2021, identify how the master and long range plans dovetail with the city's comprehensive plan.□ Finalize the Cultural District plan and submit by the Indiana Arts Commission 2022 deadline.□ By July 2021, finalize a plan for distribution of grants to the art community.□ By July 2021, finalize a plan for securing future grants from other funders to support arts projects in the District.□ By July 2021, develop a plan to engage and utilize additional staff, students and resources of Franklin College to help with projects in the District.