

Welcome!!

- 5:00 **Welcome: Overview & Introductions**
- About Us - SEI READI & the Consultant Team
 - About the READI Arts Initiative
 - About You - Name, Represent + Favorite Local Art (mural, event, artist, place...)
- 5:15 **Step 1: Understand What You Already Have**
- Assets & Opportunities We've Found So Far
 - Tell Us What is Authentic to You
- 5:35 **Inspiration: Cultivating Community through Arts & Culture**
- Why Arts & Culture Matter
 - Strategies and Examples Across the State and Region
- 5:45 **Step 2: Ideas and Aspirations for What Could Be - Dream BIG!**
- Arts & Culture in the county have been transformed and...
 - Have transformed the county in return.
- 6:15 **Step 3: Momentum, Opportunities & Next Steps**
- 6:30 **Thank You: Now go enjoy a beautiful evening!**

READI Arts Initiative Goals

Engage residents and communities across boundaries of creative disciplines, geography, and demographics.

Unleash regional creative transformation through investment in public art and cultural amenities that are accessible to the entire community.

Elevate READI's quality of place impact on Indiana's cities and towns.

Build a critical mass of authentic, yet bold, artistic, and cultural assets with a long-term plan for their maintenance and expansion.

For more, see "LEI Grant" at <https://indianareadi.com/resources>

Principles

Planning for a Vibrant Arts & Culture Future

We believe arts planning should be:

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

Where does it fit?

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

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

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

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

It isn't just what we are close to

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