



East Central Indiana

Kick Off for READI 2.0 Arts Planning!

February 28, 2025

TRANSFORMING COMMUNITIES  **ART**
celebrating the power of arts and culture in community



Sara A. Peterson

Peterson@SaraPetersonConsulting.com



Paige Sharp

Paige@SharpVisionarts.com



Miah Michaelsen

MMichaelsen@iac.in.gov



Trevor Friedeberg

TFriedeberg@ECIRP.org



Caitlin Hancock

CHancock@ECIRP.org

TRANSFORMING COMMUNITIES  ART
celebrating the power of arts and culture in community



Context & Inspiration



About the Indiana Arts Commission (IAC)

A state agency created by the Indiana General Assembly in 1965, the IAC works directly with communities, creatives, and organizations to harness the power of creativity to strengthen Indiana.

Through its programs and services, the IAC funds and supports arts experiences, arts education, and the arts economy that together enhance the quality of life for Indiana's people and places.

Headquartered in Indianapolis, the IAC is funded by the state of Indiana and by the federal government through the National Endowment for the Arts, and other sources.

Visit arts.in.gov or call 803.734.8696, and follow @inartscommission on Facebook, Instagram, and LinkedIn to learn more about our programs and services.



Lilly Endowment Inc.
A private foundation since 1937

About READI

The Regional Economic Acceleration and Development Initiative (READI), is an initiative of the Indiana Economic Development Corporation (IEDC) to advance quality of life, quality of place and quality of opportunities through strategic investments that make Indiana a magnet for talent and economic growth.

About the Arts and Culture Initiative

Announced in 2024, READI's Arts and Culture Initiative funded by the Lilly Endowment focuses on accelerating arts and culture to strengthen the vibrancy of Indiana through:

- Arts and Culture Planning
- Investment in transformational arts and cultural projects



Why Does Art in Community Matter?

- The arts fuel a strong economy, on Main Street and across Indiana.
- The arts improve education outcomes.
- The arts strengthen the social fabric of Indiana's communities.
- The arts facilitate good health.
- The arts strengthen community identity.
- The arts preserve cherished traditions.



Mount Ayr Delegation, Creative Convergence



Putnam County Mural Project



Front Porch Music Festival, Noblesville



Noble County's Fairy, Gnome and Troll Homes



Lifelong Arts Indiana



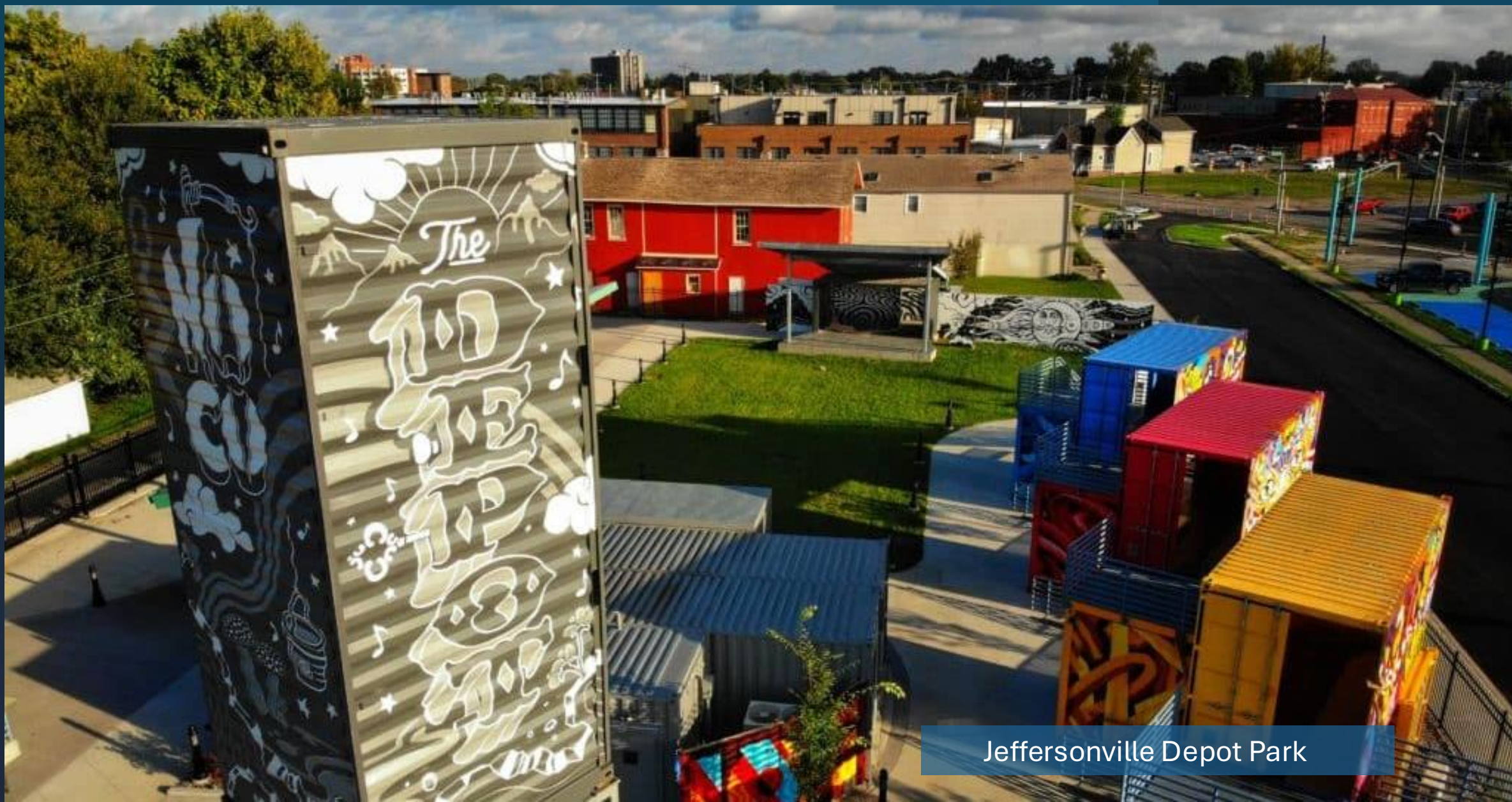
Lotus World Music and Arts Festival



Art Beat – South Bend



ISU – Community School of the Arts



Jeffersonville Depot Park



Exhibit Columbus



RenWalk - Rensselaer



Project & Engagement

Steering Committee

Tracy Burns

House on the Hill Rug Hooking Studio
Artist Owner *(Connersville, Fayette)*

Leroy Brown

Red Key Blacksmiths, LLC
Owner *(Redkey, Jay)*

Jennifer Fox

Henry County Community Foundation
Pres. & Executive Director *(New Castle, Henry)*

Rusty Inman

John Jay Learning Center
Executive Director *(Portland, Jay)*

Monica Koechlein

Richmond Symphony Orchestra
Executive Director *(Richmond, Wayne)*

Tory Masters

Bee Wings & Fuzzy Things
Owner *(Ridgeville, Randolph)*

Corey Murphy

New Castle Henry County Economic Dev. Corp.
President & CEO *(New Castle, Henry)*

Brad Neff

City of Montpelier
Mayor *(Montpelier, Blackford)*

Alexandra Pflug

Purdue for Life
Director of Foundation Relations *(Connersville, Fayette)*

Wendy Puffer

Marion Design Co
Founder & CEO *(Marion, Grant)*

Tim Scales

Indiana University East
Director, Center for Entrepreneurship & Economics *(Richmond, Wayne)*

Karen Vincent

Delaware County Historical Society
Executive Director *(Muncie, Delaware)*

Jenna Wachtmann

Ball Brothers Foundation
Vice President *(Muncie, Delaware)*

Process and Timeline

Get a Lay of the Land

- **Dec:** Initial Meetings
- **Jan:** Collect and Review Existing Plans
- **Jan:** Key Assessment Interviews
- **Feb:** Desk Research for Asset Inventories

Gather Input

- **Mar:** Crowd Source Asset Inventory
- **Mar:** Site Visits
- **Apr:** County-Level Visioning Sessions **
- **May:** Follow Up
- **Jun:** Region-Level Focus Groups

Synthesize, Roll Up to Region, and Draft July – September



** Variations for Blackford and Jay

Planning

We believe arts planning should be:

aka How is this different from other plans and processes?

- Ground-Up
- Authentic
- Asset-Based
- Visionary
- Interdependent
- Sustainable
- Team Sport
 - Creative
 - So Much More than Murals
 - Interesting & Fun

Get Involved

Access the Website
Find Opportunities
Add to the Asset Map
Access Resources

Assignment Preview Tasks

1. **Explore !**
2. **Cultural Asset Mapping**
 - Add assets
 - Add comments
3. **Join us in April !**
 - Watch your email
 - Spread the word



Art is Quality of Place

local pride and attachment
downtown activation and programming
safer, beautified streets and alleys
jobs and economic opportunity
shared history and community identifiers
opportunities for kids, seniors and veterans

TRANSFORMING COMMUNITIES  **ART**

celebrating the power of arts and culture in community

Region Landing Page

TRANSFORMING COMMUNITIES ART

[Art is...](#)[Projects](#) ▾[FAQs](#)[About Us](#)

East Central Indiana

Forge your path.

We're not just one city. We're a mosaic of individuals, different paths, and unique opportunities all coming together as one beautiful region. This is a place where you can be who you want to be and create a life that matters. There's room for you in East Central Indiana. You can get involved, grow a family, open a start-up, or simply enjoy being you.

Planning for a Vibrant Arts & Culture Future

Join the Kick Off Webinar

February 28, 12-12:45 ET

[Register](#)

Blackford & Jay County

Prioritize Goals & Strategies (21-Feb to 7-Mar)

[Survey Open](#)

[www.TransformingCommunities DOT Art/EastCentral](http://www.TransformingCommunitiesDOTArt/EastCentral)

Cultural Assets Can Be...

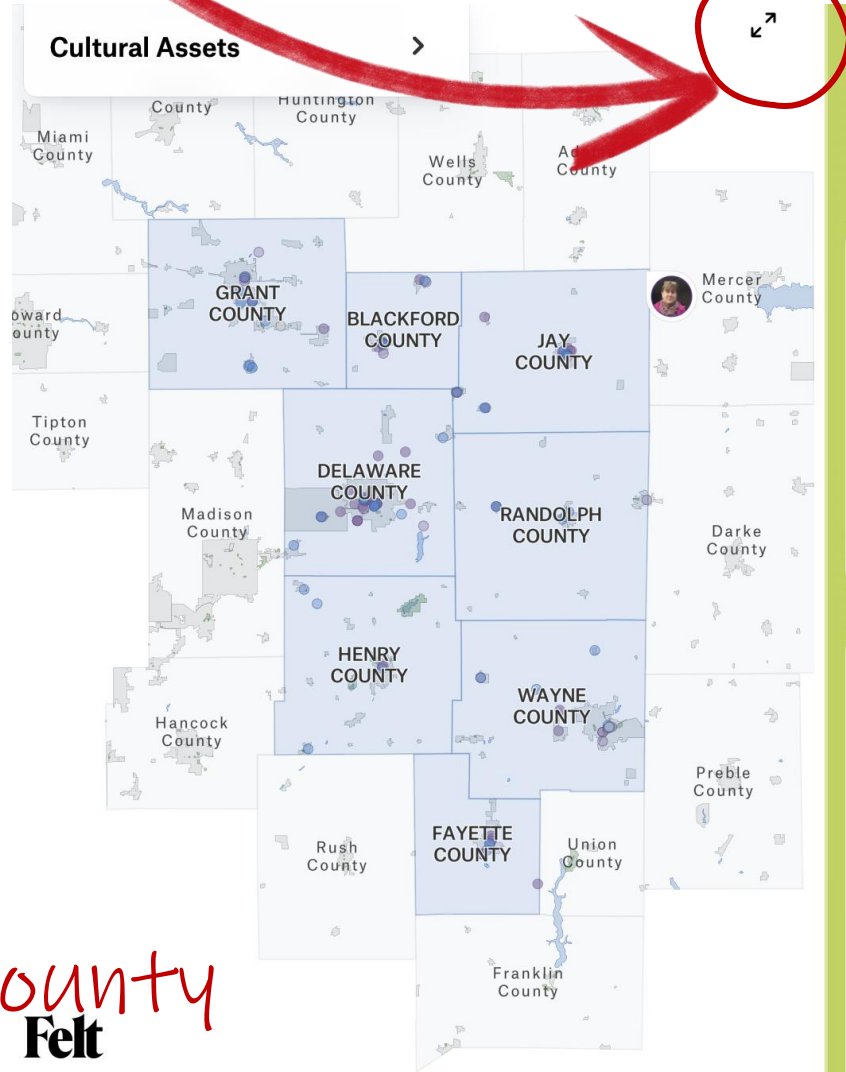
- **Public Art** – Murals or sculptures designed to enhance or beautify a space
- **Creative Industry** – For profit entities like a gallery, artist business (with an online or built presence), design, craft, etc.
- **Arts Organizations** – Nonprofits dedicated to the arts (e.g., museums, theaters, performance venues, arts councils, arts education entities)
- **History & Heritage** – History-focused organizations or historic sites
- **Art in Non-Art Space** – Places like bars, libraries, or parks that regularly host arts activities, creative groups, or rotating art displays
- **Informal Groups** – A collective that meets regularly, such as quilting circles or history clubs
- **Events & Traditions** - Those signature gatherings, festivals, celebrations unique to every community

Access the Map

Access 3 ways
Our Website
Felt.com
Table Version

Then you can
Scroll & Zoom
Click for Pop Ups
Show / Hide ...

3. Full Screen - new tab



1. Your County

Felt

Eight Counties One Region

Mapping Cultural Assets

1. What is a [Cultural Asset](#)?
2. [Here is a spreadsheet view](#) of the inventory
3. Something missing? [Go here to add it](#)
4. Or add a [Comment](#) directly in the map (add, correct, tell a story)

We've added some of your assets. Help us fill in the gaps.
Keep checking for updates. We'll keep working until March 28.

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

COUNTIES ➔

Blackford

Delaware

Fayette

Grant

Henry

Jay

Randolph

Wayne

How to....

Navigate
See Details



<https://bit.ly/4kmh14L>

Cultural Assets

Planning for a Vibrant Arts & Culture
Future in East Central Indiana
[//www.transformingcommunities.art](http://www.transformingcommunities.art)

Cultural Assets

Show only this

- ☒ Creative Industry / Artist
- ☐ Arts Organization
- ☐ History & Heritage
- ☐ Art in Non-Art Spaces
- ☐ Informal Group

Show

Civic Assets

1. Show/Hide

2. Pop Ups

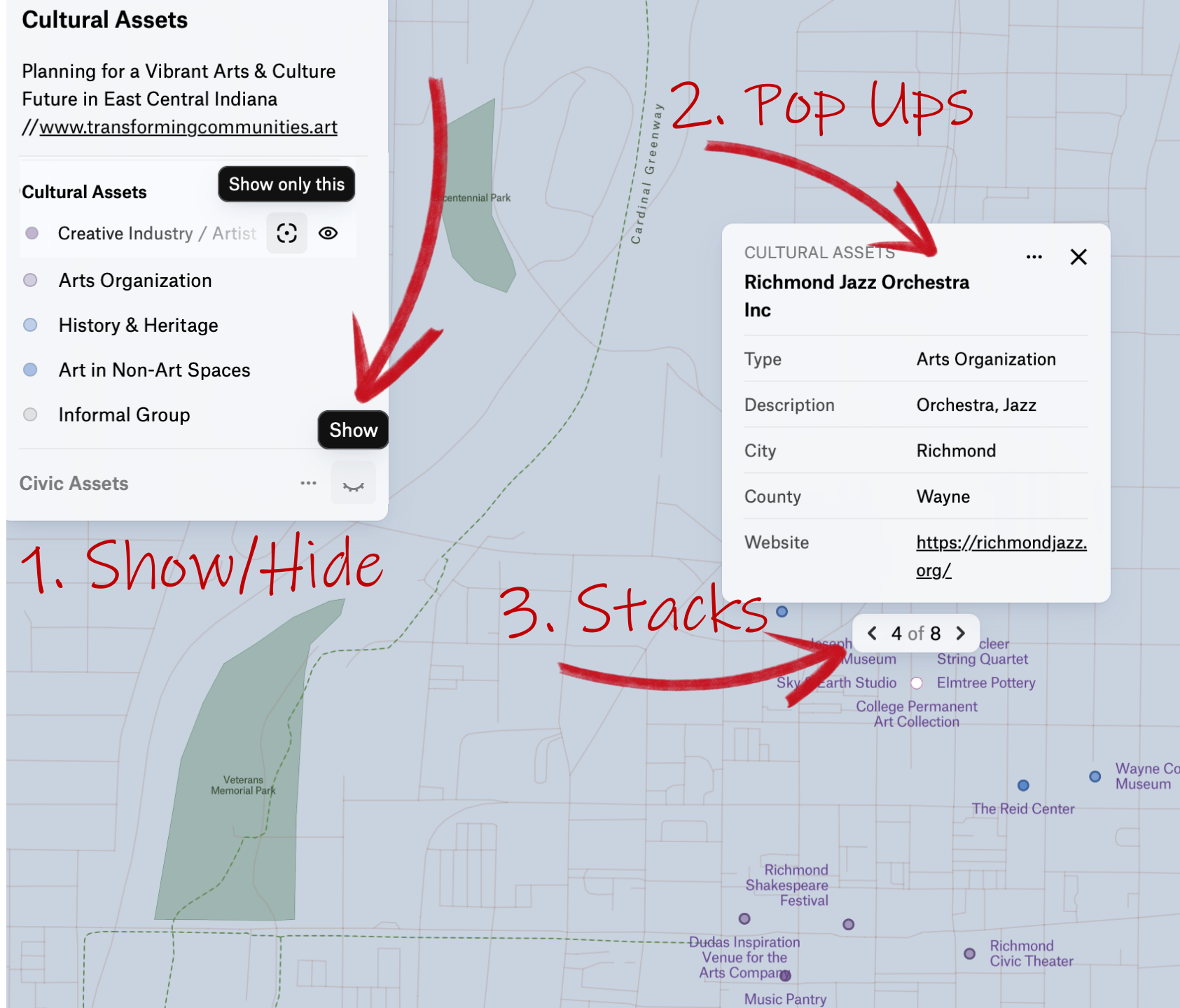
3. Stacks

CULTURAL ASSETS

Richmond Jazz Orchestra Inc

Type	Arts Organization
Description	Orchestra, Jazz
City	Richmond
County	Wayne
Website	https://richmondjazz.org/

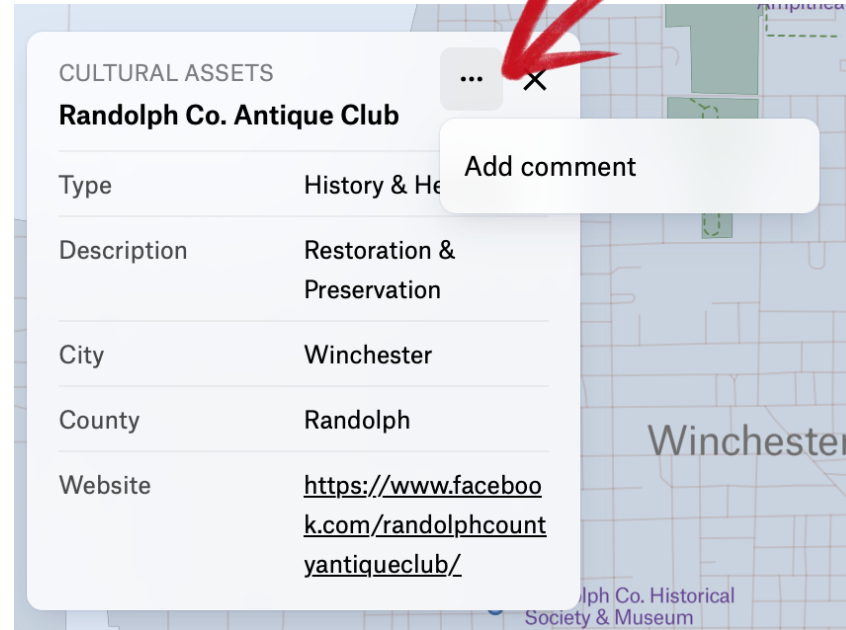
< 4 of 8 >



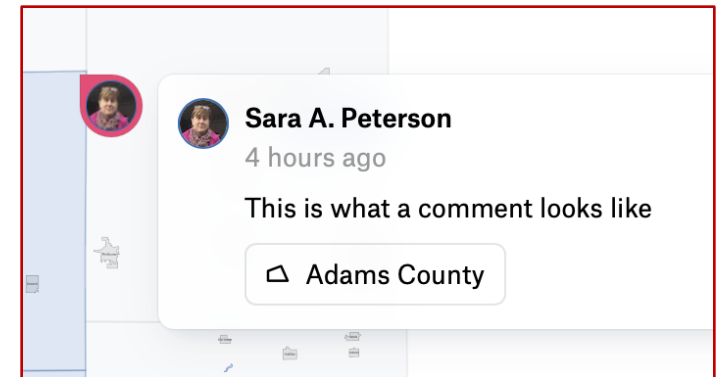
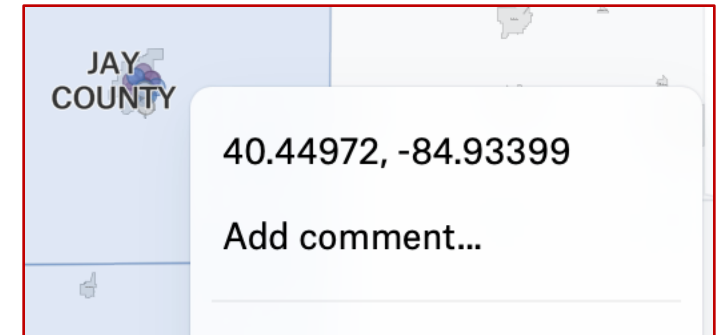
Assignment How to...

Comment
Add to the map

1. Three dots



2. Right Click



3. Google Form to Add



Add to the East Central Indiana Map!

Discover we're missing an important treasure that should included on our map? You're in the right place! Don't worry if you're missing information, we review each entry and can try and fill in the gaps. Just in case you're not sure - here's what we're looking for (we call them "[assets](#)"):



<https://bit.ly/3QAmGGX>

ECIRP Counties

Blackford ○
Delaware ○
Fayette ○
Grant ○
Henry ○
Jay ○
Randolph ○
Wayne ○

2.
Pic or PPT

1. Tabs



Timeline Plans Assets Identity Mailbox

Planning Timeline

NOW!	Regional Kickoff
Mar	Information Gathering & Inventory
Apr	Community Input Session - Vision 2035
M - J	Follow Up & Deepening
A - S	Synthesis for Region & Drafting

Questions?
[Click for details.](#)

ASSIGNMENT

February 28 - March 28

We got you started.
Help us fill in the gaps and stories!

1. Explore !
2. Cultural Asset Map
 - Follow this [link to our map in Felt.com](#)
 - [Here is a spreadsheet view](#) of the inventory
 - Something missing? [Go here to add it](#)
 - Or add a comment directly in the map
3. Join us in April !
 - Watch your email
 - Spread the word

28-Feb Webinar
PPT & RECORDING COMING

[Top of page](#)

3.
Current
Focus

FAQs

Project Information | Implementation Ideas | More...

Ideas & Resources

Arts Impact

Placemaking

Funding

Public Art

Public Policy

Arts Councils

Artists

Glossary

Arts Impact : Why it Matters

Interactive National Sources

- Americans for the Arts : [Arts & Economic Prosperity](#) and [Arts Impact Explorer](#)
- US Bureau of Economic Analysis : [Arts & Culture Data](#)
- A [treasure trove of resources](#) from the National Endowment for the Arts

Project Information

iEDC & The Lilly Endowment

Our Process

Arts Planning

Cultural Asset Mapping

Community Visioning

Data Sources



Next Steps



Lilly Endowment Inc.

A private foundation since 1937

About READI

The Regional Economic Acceleration and Development Initiative (READI), is an initiative of the Indiana Economic Development Corporation (IEDC) to advance quality of life, quality of place and quality of opportunities through strategic investments that make Indiana a magnet for talent and economic growth.

About the Arts and Culture Initiative

Announced in 2024, READI's Arts and Culture Initiative funded by the Lilly Endowment focuses on accelerating arts and culture to strengthen the vibrancy of Indiana through:

- Arts and Culture Planning
- Investment in transformational arts and cultural projects

Next Steps

- Questions
- Steering Committee
- Assignments
- Vision Dates / Sites
- Site Visits

Assignment Recap Tasks

1. **Explore !**
2. **Cultural Asset Mapping**
 - Add assets
 - Add comments
3. **Join us in April !**
 - Watch your email
 - Spread the word



Sara A. Peterson

Peterson@SaraPetersonConsulting.com



Paige Sharp

Paige@SharpVisionarts.com



Miah Michaelsen

MMichaelsen@iac.in.gov



Trevor Friedeberg

TFriedeberg@ECIRP.org



Caitlin Hancock

CHancock@ECIRP.org

Thank you!

TRANSFORMING COMMUNITIES  ART
celebrating the power of arts and culture in community