

Washtenaw County Cultural Master Plan

Monday, February 9
Manchester Chamber of Commerce

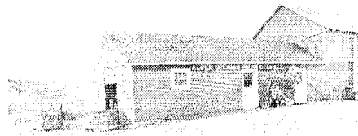
Background

- Report on the Economic Impact* of non-profit cultural organizations produced in 2006
 - \$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

- Create strategic vision of cultural development across the county over a 5-year period.

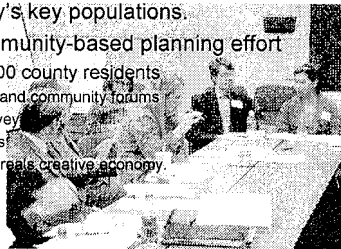


Project's Three Main Components

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

- Participation from government, business, education, civic and cultural representatives from the county's key populations.
- 18-month, community-based planning effort
 - Input from 5,000 county residents
 - 29 interviews and community forums
 - An online survey
 - Artists' census
 - Study of the area's creative economy.



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 business 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.

*Ann Arbor SPARK, Creative Economy Analysis, 2008

Key Findings

- **The Quality of our Cultural Offerings in 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.

Key Findings in Manchester

- Manchester's major assets are its geographic location and beauty of its landscape
- Best known for the Riverfolk Festival and the Annual Chicken Broil
- Year-round mecca for traditional music
- Many residents don't want much to change in Manchester's future. They treasure the lack of a McDonalds and the conveniences of a Lowe's close by.
- 49 artists from Manchester responded to Artists' Census (Over a 1.9% response rate relative to population)

Six Strategic Areas

- Actions are organized into six strategic areas. Each action was addressed by a task force.
 - Lifelong Arts & Education
 - Creative Economic Development
 - Capacity Building, Funding, and Investment
 - Communications, Audience Development, and Advocacy
 - Cultural Facilities
 - Diversity & Access

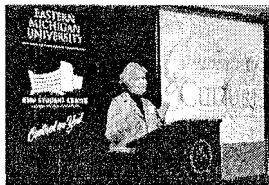
Priority Actions

- **Make Arts and Culture an Integral Part of K-12 Education throughout Washtenaw County.**



Priority Actions

- **Provide Services That Support the Growth of the Creative Economy**



Priority Actions

- **Increase the Visibility of the Cultural Sector Through Collaborative Marketing**



Priority Actions

- **Increase Public and Private Sector Funding for Arts and Culture**

Priority Actions

- **Benchmark Diversity in the Audiences, Staffs, and Programming of Washtenaw County Cultural Organizations**



Priority Actions

- **Strengthen the Arts Alliance**
 - Only service organization able to represent cultural sector in county-wide discussions
 - Ensure recommendations of cultural master plan are implemented

Next Steps

- Public Presentation (Feb. – March, 2009)
- Community Forum (March – April, 2009)
 - Identify Manchester Action Steps
- Finalize Plan (May 2009)
- Endorse Plan (May – June, 2009)