

# Westfield ARTS ALLIANCE



Art  
Works!  
Westfield  
**Lives**  
the Arts

June 26, 2014

## **ACKNOWLEDGEMENTS**

The following individuals and organizations have supported the Westfield Arts Alliance and its Indiana Arts Commission Vibrant Communities Consultancy with their knowledge, talent, resources, time and passion. A special thank you to those individuals who spent long hours contributing to and formulating the plan.

Andy Cook, Mayor of Westfield

Ken Kingshill, Executive Director, Downtown Westfield Association

Linda Lutes, Carmel High School Art Teacher

David Marshall, Adagio Dance Academy

Dusty Marshall, Adagio Dance Academy

Mic Mead, Artist; Grand Junction Task Group

Erin O'Rear, Artist

Steve Quinn, Musician

Sharon Rice, Artist; Westfield School Corporation Teacher's Assistant

John Sampson, Main Street Productions of Westfield

Teresa Otis Skelton

Pam Spillman, Art Teacher, Westfield High School

Rob Stokes, Westfield City Council

The City of Westfield

The People of Westfield

The Indiana Arts Commission

Downtown Westfield Association

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## INTRODUCTION

Culture reflects the ways of life of a people, their traditions and customs, and the manner in which they order and interpret their environment. People interpret their surroundings through various artistic activities such as writing, painting, theater, dance, etc. These artistic mediums are used to pass culture on to others through arts, media, museums, education and personal interaction.

Art and cultural activities contribute to community well-being by providing numerous emotional and intellectual benefits to individuals and the community as a whole. Engaging in the arts, either as a performer or an appreciator opens horizons to increased appreciation and understanding of other viewpoints which enhances the value of community in our society. Integrating arts and culture into the educational system, neighborhood life, community design, economic development and tourism, community development, and public sector institutions results in individual social, emotional and intellectual engagement and development.

Communities have authentic assets and attributes that provide for different approaches to cultural community planning. Being able to identify these assets and attributes, and foster an environment in which they can be developed into conversations, partnerships and collaborations, and develop a plan that will lead to a vibrant arts community are the goals of the Indiana Arts Commission's Cultural Planning Consultancy (Consultancy). Communities that participated in the 2011 or 2013 Indiana Arts Commission's Vibrant Communities Colloquia were eligible to apply for a Consultancy. Ann Poynter, previously with the Downtown Westfield Association, attended the June 2011 Vibrant Communities Colloquia.

During the early stages of planning for Westfield's Grand Junction, a future downtown plaza, park and gathering place in Westfield, discussions took place regarding the integration of public art into the design and construction of Grand Junction. (See *Westfield-Washington Township Comprehensive Plan*, [http://www.westfield.in.gov/eqov/documents/1376577220\\_98148.pdf](http://www.westfield.in.gov/eqov/documents/1376577220_98148.pdf))

The Grand Junction Task Group, a committee of the Downtown Westfield Association [501(c)3] is responsible for the development of the Grand Junction Master Plan. Mayor Andy Cook tasked the Downtown Westfield Association with organizing a Westfield Arts Council to consider a formal approach to the arts for the community. Membership in the Westfield Arts Council (now the Westfield Arts Alliance) consisted of a core group of citizens committed to pursue opportunities to promote the arts throughout their community. They recognized that arts and culture are placemakers that enhance the quality of life in a community, attract people to the community as a destination, and foster economic development. (See *Letter of Intent to the Indiana Arts Commission in Appendix*) This Council (a committee within the Downtown Westfield Association) in conjunction with the Downtown Westfield Association applied to the Indiana Arts Commission for a Cultural Planning

Consultancy and was selected in the Fall of 2013. The six month consultancy spanned January through June 2014 during which a planning process would result in an initial strategic plan for the Westfield Arts Alliance.

Westfield is home to a new multi field sports campus, Grand Park, which attracts a major influx of visitors to the community. The Westfield Arts Alliance would like to enrich the experience of residents and visitors through the arts, promote and increase awareness of the arts and enhance economic development through placemaking. The Westfield Arts Alliance is not operating in a vacuum. As a Committee of the Downtown Westfield Association, the Westfield Arts Alliance is collaborating with its parent organization, the City's Comprehensive Plan, the City of Westfield, and the Westfield Cultural Collaborative. This latter group was developed subsequent to the Westfield Arts Alliance and began its planning process after the Westfield Arts Alliance was well into its consultancy. While the Westfield Cultural Collaborative's focus is on Westfield's downtown, the Westfield Arts Alliance's scope includes the entire community of Westfield.

The first phase of planning is to determine what the current environment is and assess what the reality of the situation is. An initial community asset list of venues, events, and organizations was compiled as a beginning reference point for the Westfield Arts Alliance. (*See Westfield Arts Alliance Asset List in Appendix*) This list provides opportunities for partnerships and collaborations. With this reference point, the group began to identify existing arts and cultural related gaps that might need addressing in the planning process. The history of a community is intrinsically connected to its art and culture and members of the Westfield Arts Alliance are fortunate to have a wealth of knowledge regarding the history of the community and its cultural arts.

The second phase of planning is to determine where you want to be; followed by phase three, how you will achieve those goals. The final phase is assessing your success once you have implemented your plan. Then the entire four-phase process should begin anew as there are always new goals.

During the consultancy, the focus and project scope centered on the following three goals:

1. Developing a vibrant arts culture by establishing a supportive environment for awareness of the arts (Awareness, Appreciation, Participation)
2. Encouraging community connections through all forms of art
3. Arts as an economic driver

*(See the Plan Section of this document)*

Each of the identified goals was addressed from the aspects of what had kept it from happening in the past and what it might take to accomplish it in the future. *(See Westfield Arts Alliance Assessment of Issues and Goals in Appendix)* This assessment and identification process provided the basis for objectives and action steps in the Plan, as well as for the Westfield Arts Alliance's Vision Statement and Mission Statement. As the planning process developed a fourth goal was added: Sustainability of the Westfield Arts Alliance.

The members of the Westfield Arts Alliance identified values they believed needed to be reflected in the Vision Statement and Mission Statement and in the Plan. In writing their Mission Statement, they considered four objectives:

1. What do we do?
2. How do we do it?
3. Why do we do it?
4. For whom do we do it?

After identifying key concepts to be reflected in the Mission Statement, and writing phrases to encapsulate the four objectives, the final Mission Statement was written:

**Encourage community connections through the arts by providing a supportive environment for awareness, appreciation, and participation to develop a vibrant culture**

With identified goals and a Mission Statement, a Vision Statement was crafted. A Vision Statement should be achievable if the Mission is carried out and the goals are achieved through the implementation of the Plan. The Vision Statement for the Westfield Arts Alliance:

**Art Works! Westfield LIVES the Arts.**

Everything in the Plan should be focused on achieving the Vision. With that in mind, the Plan was written so that objectives and action steps supported the achievement of the goals and the realization of the Vision, and drew from the obstacles and opportunities that had been assessed earlier in the planning process. Westfield is a community experiencing great growth and public, private and non-profit leadership in the community is proactive in approaching the challenges and opportunities that this growth brings. The Westfield Arts Alliance is a collaborative part of this visionary approach to placemaking.

## HISTORY OF WESTFIELD

In May of 1834 Quakers Asa Bales, Ambrose Osborne, and Simon Moon from North Carolina founded the community of Westfield which became an important stop on the Underground Railroad. Both the Religious Society of Friends and the Wesleyan Methodist Church supported anti-slavery causes and aiding the freedom of slaves. In 1848 the community was designated as a town, a designation it held until January 1, 2008 when it was incorporated as a City and its first and current Mayor, Andy Cook, was sworn in.

Westfield is a City in Hamilton County, Indiana, within the Indianapolis Metropolitan Area, lying 20 miles north of Indianapolis. Its population in the 2010 United States Census was 30,068 but the community's rapid growth as a desirable residential area resulted in a population count of 32,070 in 2012. This rapid growth has transformed much of the formerly rural area into an urban community. In order to accommodate that growth and provide an identity for the community, city officials have begun major revitalization of the downtown area, including Grand Junction as a plaza and park. Grand Park, a destination sports complex, and the soon to be completed Grand Junction will provide greater opportunities to integrate arts and culture into the social and business fabric of the community. The new gateway to the City will be bold, with lit twin towers and pedestrian and biking bridges linking Grand Park to the downtown. The community has been proactive in recognizing that with this rapid growth comes social and economic change, and city government and other key stakeholders in the community and region are working collaboratively to ensure that this opportunity can be capitalized on in ways that enhance the quality of place and the quality of life for the residents of Westfield, as well as for the large influx of visitors to the city. Maintaining the authenticity of the downtown and the way of life that drew people to Westfield will be one of the challenges in the community's future placemaking efforts.

CNN Money Magazine has named Westfield as one of the top 50 "Best Places to Live" for 2013. Westfield is the only Indiana community to make the list, which focuses on "America's Best Small Towns." Overall, Westfield ranked fifth in the Midwest and 18th in the nation. (City of Westfield: <http://www.westfield.in.gov/>)

## ARTS AND CULTURE

Creating a vibrant community through arts and culture builds an authentic environment that helps define the community by bringing arts and culture to people and people to arts and culture. Place does matter. A community makes a “strategic choice to dedicate its resources toward the improvement of life experiences for residents, businesses and visitors”. (*Ball State University’s Primacy of Place Initiative*, [www.bsu.edu/bbc/primacyofplace](http://www.bsu.edu/bbc/primacyofplace)) The degree to which arts and culture are included in these resources determines the quality of place and quality of life in that community.

Community development entails uniting people with government authorities to improve the economic, social and cultural conditions of a place. Economic development is a process that creates, retains, and reinvests wealth to improve citizens’ quality of life. The two processes are mutually inclusive, with community development built on relationships, collaborations and connections. Arts, culture and design contribute to economic development through providing a fast-growth dynamic industry cluster, helping mature industries be more competitive, providing essential aspects of innovative places, fostering community revitalization, and delivering a better prepared and educated workforce. (Erin Sparks, Mary Jo Waits, Bill Fulton. *New Engines of Growth, Five Roles for Arts, Culture and Design*, National Governor’s Association, May 2012) Arts are not a magic bullet that alone will restore the economic and community health of a place. Any program entailing the arts should be part of a broader community initiative.

The Knight Foundation’s *Soul of the Community (2010)* states that “People choose where they want to live for a variety of reasons that allow them to develop passion and loyalty to their community”. Arts, culture and history help people identify with place. They connect people, provide social offerings and enhance esthetics. People who are attached to their community are more likely to stay and contribute. (Peter Kageyama. *For the Love of Cities*) Art and cultural heritage tourism attract people and their money, and instill pride in a community.

Arts and culture are welcoming and enhance tourism. Social offerings and public art contribute to community esthetics. They celebrate the locale and geography and enhance education, while transcending and celebrating age, ethnicity and diversity. The arts foster entrepreneurial and economic development and contribute to livability in a community by addressing safety and environmental concerns while making streets livelier and revitalizing areas. The art and culture of a community share its story and help shape the narrative of the people in the community as to how they feel about their community. Arts and culture are a part of creative placemaking, as a means, not an end. “When an entire community shapes the artist’s vision, the art can truly define the place where it resides.” (Cynthia Nikitin, senior vice president, Project for Public Spaces, and director, Citizens’ Institute on Rural Design)

## **PLAN**

The Westfield Arts Alliance Plan is an initial plan that will allow them to organize more efficiently and begin engaging with the community to develop arts as a community placemaker that contributes to the vitality of the city and builds upon the quality of life and quality of place while contributing to economic development. There are four Goals in the Plan. Each of these Goals is briefly identified below. The Plan as determined by the Westfield Arts Alliance members follows this introduction.

### **Goal I: Develop a vibrant arts culture by establishing a supportive environment for awareness of the arts (Awareness, Appreciation, Participation)**

The community of Westfield boasts numerous artists in several artistic mediums. Creating a greater awareness and appreciation of these assets through engaging the community as participants in this growing arts culture is the mission of the Westfield Arts Alliance. As Westfield continues to evolve from a mostly residential community to a major destination, it is important that the community's history and culture be promoted as essential building blocks of placemaking. This process begins by developing an ongoing marketing program to engage the community and building collaborations.

### **Goal II: Encourage community connections through all forms of art**

Adding vibrancy to the community and enhancing the community as a destination with opportunities for engagement with art and culture experiences is intrinsic to the Westfield Arts Alliance's mission. Connecting people to the arts and fostering a more vibrant arts culture in the community requires outreach initiatives.

### **Goal III: Arts as an economic driver**

Arts play an important role in economic development and entrepreneurship. This is part of the basis for the Westfield Arts Alliance's marketing and awareness program, and its collaborations with public, private and non-profit stakeholders in the community. Including arts focused businesses as an economic sector should be pursued with local and regional economic development organizations, as well as promoting arts and culture as economic and placemaking development with businesses, developers, and government.

#### **Goal IV: Sustainability of the Westfield Arts Alliance**

The Westfield Arts Alliance, in order to continue to grow and fulfill its mission needs a more formal organizational structure, a way to grow its membership, and funding sources. Continuing to develop talented leadership within the organization will not only enhance its opportunity to integrate and celebrate arts and culture throughout the community, but it is important for consistent and sustainable growth and placemaking in Westfield.

**Westfield Arts Alliance  
Plan**

**Vision Statement:** Art Works! Westfield LIVES the Arts.

**Mission Statement:** Encourage community connections through the arts by providing a supportive environment for awareness, appreciation, and participation to develop a vibrant culture.

**Goal I: Develop a vibrant arts culture by establishing a supportive environment for awareness of the arts. (Awareness, Appreciation, Participation)**

**Objective I:** Create awareness of the arts in Westfield

**Action Step I:** Design and implement an ongoing marketing program

- a. Designate a media liaison within the Westfield Arts Alliance as point of contact for media relations
- b. Develop newsletter articles, blogs, and items for City Newsletter, Parks Department Newsletter, The Current, other print media outlets
- c. Link Westfield Arts Alliance information to City of Westfield, Hamilton County Tourism, Inc., Downtown Westfield Association, and other outreach websites
- d. Develop and maintain a Westfield Arts Alliance website or piggy back onto an existing relevant organization's website
- e. Design and disseminate Westfield Arts Alliance brochures, posters, calendars

**Action Step II:** Develop a Speaker's Bureau

- a. Designate speakers
- b. Prepare talking points and presentation(s)
- c. Develop engagement calendar

**Action Step III:** Build collaborations with Hamilton County Tourism, Inc., Hamilton County Convention and Visitors' Bureau, and state and regional arts and tourism organizations

**Objective II:** Foster appreciation of the arts

**Action Step I:** Collaborate with City of Westfield and private entities to establish an arts appreciation recognition program

- a. Mayoral Proclamations
- b. Recognition Programs
- c. Educational Enrichment Outreach

**Action Step II:** Promote historical perspective of art and culture in community

**Objective III.** Encourage participation in the arts

**Action Step I:** Utilize Westfield Arts Alliance marketing program

**Action Step II:** Support and sponsor arts events and activities

- a. Juried art shows, performances, awards, etc.

**Action Step III:** Empower city and community leaders, service organizations, funders, etc. to become enthusiastic supporters of the arts

- a. Collaborate in arts focused placemaking efforts that enhance community quality of life and quality of place

**Action Step IV:** Partner with the Westfield Cultural Collaborative

**Goal II: Encourage community connections through all forms of art**

**Objective I:** Reaching out to the Public

**Action Step I:** Integrate outreach with marketing program and implementation

**Objective II:** Education Initiative

**Action Step I:** Partner with schools in Westfield (Administration)

- a. Promote school events
- b. Use of venues and assets
- c. Integration of students and faculty into community based art projects and events

**Objective III:** Identify and define various forms of art in Westfield

**Action Step I:** Discover local artists

**Action Step II:** Recruit artists to create diverse arts base

**Objective IV:** Business Outreach Initiative

**Action Step I:** Collaborate with various stakeholders to foster an entrepreneurial business culture for the arts

- a. Arts Groups
- b. Businesses
- c. City Government/departments
- d. Chamber of Commerce
- e. Tourism and Convention and Visitors' Bureau

**Action Step II:** Support an entrepreneurial business environment for arts businesses

**Objective V:** Communicate ongoing arts related and Westfield Arts Alliance activities

**Action Step I:** Implement marketing and outreach programs

**Action Step II:** Develop and maintain a smart phone application for the Westfield Arts Alliance

**Action Step III:** Develop and maintain an ongoing calendar of arts related events

### **Goal III: Arts as an economic driver**

**Objective I:** Inform public, private, business, and non-profit sectors of the importance of arts as an economic development driver.

**Action Step I:** Integrate marketing program into public outreach and creating awareness of arts and culture

**Action Step II:** Collaborate with artists, architects, and land developers to integrate art into design elements of projects

**Objective II:** Support growth of an arts economic cluster

**Action Step I:** Collaborate with realtors, business owner, chamber and city to promote arts and cultural entities (e.g., for studio/gallery/performance space)

**Action Step II:** Collaborate with Chamber of Commerce to provide small business and entrepreneurial support for arts related businesses

**Action Step III:** Connect arts businesses to available resources

**Objective III:** Enhance quality of life and quality of place amenities in the community through the arts

**Action Step I:** Partner with Westfield Cultural Collaborative to promote and expand public art throughout the community

**Action Step II:** Advocate for public funding of the arts

**Action Step III:** Advocate for private funding of the arts

**Action Step IV:** Partner with the City to encourage developers to include arts within the definition of “amenity”

## **Goal IV: Sustainability of the Westfield Arts Alliance**

### **Objective I: Formalize organizational structure**

**Action Step I:** The Westfield Arts Alliance is a Committee of the Downtown Westfield Association

**Action Step II:** Establish subcommittees

- a. Membership
- b. Fundraising
- c. Marketing
- d. Education
- e. Events

**Action Step III:** Determine subcommittee chairs and duties

**Action Step IV:** Hold monthly meetings of the subcommittees of the Westfield Arts Alliance

### **Objective II: Membership Drive**

**Action Step I:** Recruit members

**Action Step II:** Utilize Plan as a recruitment tool

**Action Step III:** Engage members on subcommittees

### **Objective III: Create a Budget**

**Action Step I:** Establish cost of implementation of Plan components

**Action Step II:** Prioritize budget items

### **Objective IV: Fundraise**

**Action Step I:** Groupon

**Action Step II:** Crowd Funding

**Action Step III:** Establish a Partner/Sponsor Program

**Action Step IV:** Identify funding resources and grants

**Action Step V:** Apply for funding and grants

**Objective V:** Implement the Plan

**Action Plan I:** “Just Do It!”

**Action Step II:** Assess Plan on an ongoing basis

**Action Step III:** Update Plan annually

## IMPLEMENTATION

GOAL I: Develop a vibrant arts culture by establishing a supportive environment for awareness of the arts. (Awareness, Appreciation, Participation)						
Objective	Action Steps	Lead Role	Potential Partners	Timeline		
				1-2 Yrs.	3-4 Yrs.	5 Yrs.
Objective I: Create awareness of the arts in Westfield	<ul style="list-style-type: none"> <li>• Design and implement an ongoing marketing program                             <ul style="list-style-type: none"> <li>• Designate a media liaison within the Westfield Arts Alliance as point of contact for media relations</li> <li>• Develop newsletter articles, blogs, and items for City Newsletter, Parks Department Newsletter, The Current, other print media outlets</li> </ul> </li> <li>• Link Westfield Arts Alliance information to City of Westfield, Hamilton County Tourism, Inc., Downtown Westfield Association, and other outreach websites</li> <li>• Develop and maintain a Westfield Arts Alliance website or piggy back onto an existing relevant organization's website</li> <li>• Design and disseminate Westfield Arts Alliance brochures, posters, calendars</li> <li>• Develop a Speaker's Bureau                             <ul style="list-style-type: none"> <li>• Designate speakers</li> <li>• Prepare talking points and presentation(s)</li> <li>• Develop engagement calendar</li> </ul> </li> <li>• Build collaborations with Hamilton County Tourism, Inc., Hamilton County Convention and Visitors' Bureau, and state and regional arts and tourism organizations</li> </ul>					

**GOAL I: Develop a vibrant arts culture by establishing a supportive environment for awareness of the arts. (Awareness, Appreciation, Participation)**

Objective	Action Steps	Lead Role	Potential Partners	Timeline		
				1-2 Yrs.	3-4 Yrs.	5 Yrs.
Objective II: Foster appreciation of the arts	<ul style="list-style-type: none"> <li>• Collaborate with City of Westfield and private entities to establish an arts appreciation recognition program                             <ul style="list-style-type: none"> <li>• Mayoral Proclamations</li> <li>• Recognition Programs</li> <li>• Educational Enrichment Outreach</li> </ul> </li> <li>• Promote historical perspective of art and culture in community</li> </ul>					
Objective III: Encourage participation in the arts	<ul style="list-style-type: none"> <li>• Utilize Westfield Arts Alliance marketing program</li> <li>• Support and sponsor arts events and activities                             <ul style="list-style-type: none"> <li>• Juried art shows, performances, awards, etc.</li> </ul> </li> <li>• Empower city and community leaders, service organizations, funders, etc. to become enthusiastic supporters of the arts                             <ul style="list-style-type: none"> <li>• Collaborate in arts focused placemaking efforts that enhance community quality of life and quality of place</li> </ul> </li> <li>• Partner with the Westfield Cultural Collaborative</li> </ul>					

**GOAL II: Encourage community connections through all forms of art**

Objective	Action Steps	Lead Role	Potential Partners	Timeline		
				1-2 Yrs.	3-4 Yrs.	5 Yrs.
Objective I: Reaching out to the Public	<ul style="list-style-type: none"> <li>Integrate outreach with marketing program and implementation</li> </ul>					
Objective II: Education Initiative	<ul style="list-style-type: none"> <li>Partner with schools in Westfield (Administration)</li> <li>Promote school events</li> <li>Use of venues and assets</li> <li>Integration of students and faculty into community based art projects and events</li> </ul>					
Objective III: Identify and define various forms of art in Westfield	<ul style="list-style-type: none"> <li>Discover local artists</li> <li>Recruit artists to create diverse arts base</li> </ul>					
Objective IV: Business Outreach Initiative	<ul style="list-style-type: none"> <li>Collaborate with various stakeholders to foster an entrepreneurial business culture for the arts                             <ul style="list-style-type: none"> <li>Arts Groups</li> <li>Businesses</li> <li>City Government/departments</li> <li>Chamber of Commerce</li> <li>Tourism and Convention and Visitors' Bureau</li> </ul> </li> <li>Support an entrepreneurial business environment for arts businesses</li> </ul>					
Objective V: Communicate ongoing arts related and Westfield Arts Alliance activities	<ul style="list-style-type: none"> <li>Implement marketing and outreach programs</li> <li>Develop and maintain a smart phone application for the Westfield Arts Alliance</li> <li>Develop and maintain an ongoing calendar of arts related events</li> </ul>					

**GOAL III: Arts as an economic driver**

Objective	Action Steps	Lead Role	Potential Partners	Timeline		
				1-2 Yrs.	3-4 Yrs.	5 Yrs.
Objective I: Inform public, private, business, and non-profit sectors of the importance of arts as an economic development driver	<ul style="list-style-type: none"> <li>• Integrate marketing program into public outreach and creating awareness of arts and culture</li> <li>• Collaborate with artists, architects, and land developers to integrate art into design elements of projects</li> </ul>					
Objective II: Support growth of an arts economic cluster	<ul style="list-style-type: none"> <li>• Collaborate with realtors, business owner, chamber and city to promote arts and cultural entities (e.g., for studio/gallery/performance space)</li> <li>• Collaborate with Chamber of Commerce to provide small business and entrepreneurial support for arts related businesses</li> <li>• Connect arts businesses to available resources</li> </ul>					
Objective III: Enhance quality of life and quality of place amenities in the community through the arts	<ul style="list-style-type: none"> <li>• Partner with Westfield Cultural Collaborative to promote and expand public art throughout the community</li> <li>• Advocate for public funding of the arts</li> <li>• Advocate for private funding of the arts</li> <li>• Partner with the City to encourage developers to include arts within the definition of "amenity"</li> </ul>					

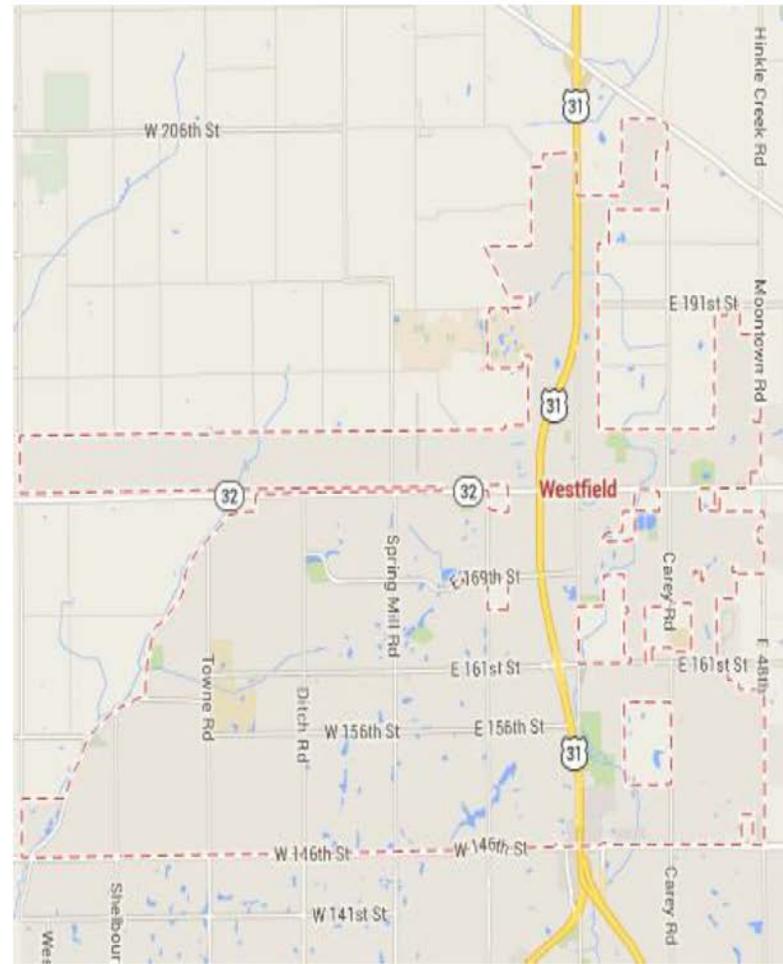
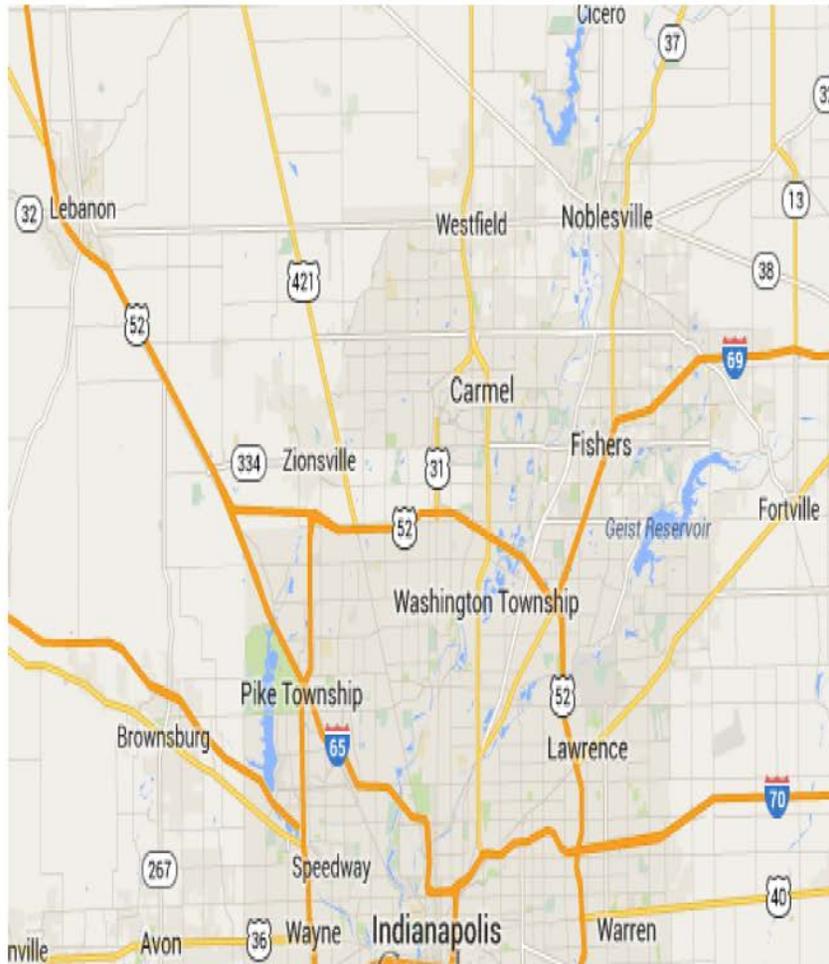
**GOAL IV: Sustainability of the Westfield Arts Alliance**

Objective	Action Steps	Lead Role	Potential Partners	Timeline		
				1-2 Yrs.	3-4 Yrs.	5 Yrs.
<b>Objective I:</b> Formalize organizational structure	<ul style="list-style-type: none"> <li>• The Westfield Arts Alliance is a Committee of the Downtown Westfield Association</li> <li>• Establish subcommittees                             <ul style="list-style-type: none"> <li>• Membership</li> <li>• Fundraising</li> <li>• Marketing</li> <li>• Education</li> <li>• Events</li> </ul> </li> <li>• Determine subcommittee chairs and duties</li> <li>• Hold monthly meetings of the subcommittees of the Westfield Arts Alliance</li> </ul>					
<b>Objective II:</b> Membership Drive	<ul style="list-style-type: none"> <li>• Recruit members</li> <li>• Utilize Plan as a recruitment tool</li> <li>• Engage members on subcommittees</li> </ul>					
<b>Objective III:</b> Create a Budget	<ul style="list-style-type: none"> <li>• Establish cost of implementation of Plan components</li> <li>• Prioritize budget items</li> </ul>					
<b>Objective IV:</b> Fundraise	<ul style="list-style-type: none"> <li>• Groupon</li> <li>• Crowd Funding</li> <li>• Establish a Partner/Sponsor Program</li> <li>• Identify funding resources and grants</li> <li>• Apply for funding and grants</li> </ul>					
<b>Objective V:</b> Implement the Plan	<ul style="list-style-type: none"> <li>• "Just Do It!"</li> <li>• Assess Plan on an ongoing basis</li> <li>• Update Plan annually</li> </ul>					

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## Westfield Maps





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Dear Community Cultural Planning Team Members,

The Indiana Arts Commission is partnering with the Ball State University Building Better Communities program to provide a capacity building opportunity to the communities that attended the October 2011 or June 2013 Vibrant Communities colloquia. The IAC recognizes that all communities are unique and have different approaches to their cultural community planning, and we are excited to announce the opportunity for a number of one-on-one consultations to assist in the progress of community plans.

Communities will need to submit a Letter of Intent (see attachment) detailing their planning process and the issues they would like to address with a consultant. Communities awarded a consultancy will then be matched with an experienced consultant who will work with them for up to 60 hours of independent consultancy that will be underwritten by the Indiana Arts Commission. Consultants will be chosen and matched with communities by Building Better Communities staff and the Indiana Arts Commission based on the needs of each community.

This capacity building opportunity is only open by invitation and only to those communities that were represented at our 2011 or 2013 Vibrant Communities colloquia. If awarded a consultancy, the project period will occur between January and June of 2014 and communities will be notified of award decisions in November/December 2013. Please note the timeline for this opportunity.

- August 2013 Notification of Opportunity to Eligible Communities
- October 9, 2013 Letter of Intent Deadline**
- November/December Notification of Consultancy Awards
- November-January Initial site visit with IAC staff, consultant and community
- January – June 2014 Consultancy Project Period
- June 30, 2014 Final Reports Due from Consultant AND Community

All Letters of Intent and questions regarding this opportunity should go to Krishna Davis, Director of Programs at the Indiana Arts Commission. Krishna can be reached via phone at 317-232-1279 or email at [kdavis-smith@iac.in.gov](mailto:kdavis-smith@iac.in.gov). This is a competitive opportunity and we anticipate the number of consultancies awarded to be fewer than the number of applicants and consultations with the IAC are encouraged.

**Please note:** The Letter of Intent and Consultancy do not have any relationship to or bearing on the IAC's Cultural District Program. Participation or non-participation is completely independent of the Cultural District Program.

We look forward to hearing from your community regarding this opportunity as well as assisting in the advancement of your community's cultural planning.

Best regards,

Lewis Ricci, Executive Director

## **Community Cultural Planning Consultancy Letter of Intent Instructions**

The Indiana Arts Commission is committed to supporting the development of vibrant creative communities across the state. The October 2011 and June 2013 Vibrant Communities colloquia were intended to help progress conversations, partnerships and planning across individual communities in attendance by providing examples of best practices paired with tools and guidance for effective community planning. Communities are expected to have continued the conversations that transpired from the colloquia at the community level, and where appropriate, made progress on those discussions. The Consultancy phase of this capacity building opportunity will provide one-on-one individualized expertise appropriate to that community and the community's cultural planning work. We recognize that all communities are unique and at different stages in the cultural planning lifecycle and are looking to support committed communities with realistic plans at any stage in that lifecycle as appropriate.

### **Guidelines**

#### **Requirements:**

- Community participated in either the 2011 or 2013 IAC Vibrant Communities colloquia.
- Local government body must have a representative on the cultural planning team.
- There is an expectation of public engagement as part of the cultural community planning process.

**Consultant Time:** The consultancy opportunity requires a considerable amount of time by the community planning team members and includes a significant amount of interaction with the consultant. The consultant's time will consist of up to 60 hours to be spent in the community, off-site preparing documentation/meeting plans, and compiling the final summary report and recommendations with the community. Time allocation among these tasks will vary by project and will be discussed with the consultant prior to the project period however there is a significant amount of time spent by the consultant in the community (on average 50%). Travel time should **not** be included in the hours above. Communities will be expected to make the most of this opportunity by working closely with their designated consultant throughout the consultancy as well as in determining steps for action for the community beyond the consultancy. Successful communities will be paired with consultants by the IAC based on community needs as expressed in the Letter of Intent and the expertise of the consultant.

*\*\*To make the most out of the consultancy, please review our tip-sheet on page 4 for working with a consultant.*

**Evaluation:** Letters of Intent will be evaluated on the feasibility of the project and timeline within the consultancy period; appropriateness of the project to the overall cultural goals of the community and the evolution of community planning; commitment and involvement of the various community groups and individuals in the ongoing planning process (not simply the consultancy period, although this is expected as well); and evidence of a long-term commitment to advancing the cultural life of the community.

## Letter of Intent

Please answer all of the following questions. There is no page limit for responses however keep in mind that responses should be well thought out and succinct. There are more communities that are eligible for this opportunity than there are available consultancies, so although this is a closed applicant pool, it is still competitive so please consider speaking with Kristina Davis about your proposed consultancy prior to submitting an application. **All Letters of Intent (LOIs) need to be submitted via email to [kdavis-smith@iac.in.gov](mailto:kdavis-smith@iac.in.gov) by 4:30 on October 9, 2013.** No late LOIs will be accepted and no extensions granted. Only one Letter of Intent per community will be accepted.

### Project Management

1. Name and contact information of the lead community partner responsible for being the project manager.

### Plan & Request

2. What is your community's vision for being a vibrant arts community?
3. What strategy is your community implementing (i.e., artist live-work community, cultural district, cultural trail, arts education center)?
4. How did you arrive at or develop the vision and strategies for the community cultural plan?
5. Is your community cultural planning proposal part of a larger project or initiative? If yes, what are the anticipated next steps in that initiative?
6. What progress has your community made in the planning/implementation of your strategy since the October 2011 and/or June 2013 colloquia?
7. What specific issues would you like to address with a consultant and why?
8. What specific objectives will be achieved? *Please use the SMART principle as described on page 3.*
9. How and where do you envision the public engagement component fitting into the community strategy?
10. What is your anticipated timeline for your proposed project?
11. Consultant fees and travel expenses will be covered by the IAC for the chosen communities (up to 60 hours of consulting hours). What resources will your community provide to this process? (Meeting space, hospitality, additional consultant hours as needed, etc.)

### Community Team

12. Please include a list of the names/organizations of members of the community team who have committed to participate in the planning and implementation of the community cultural plan. (Please see Required Attachments.)

*Please note: Team members must be apprised of the community planning goals and their agreement to participate needs to be secured prior to submission of the Letter of Intent.*

13. Why were the community planning team members selected? What strengths or areas of expertise do they bring to the process?
14. Are there others you would like to include who have not yet committed? Please explain.

### Required Attachments:

Communities must submit letters from all planning team members listed in question #2 stating their commitment to participation in the community cultural planning process as outlined in the Letter of Intent.

**Please note:** The Letter of Intent and Consultancy do not have any relationship to or bearing on the IAC's Cultural District Program. Participation or non-participation is completely independent of the Cultural District Program.

### Writing Your Objectives Worksheet

How to write objectives using the SMART principle: Specific, Measurable, Appropriate, Realistic, and Time bound. Based on your specific activity, use this step by step example to create your objectives for your project.

Steps to Write an Objective	Example
1. What activity will you engage in? With whom (e.g. organizations, community leaders, youth, parents)?	
2. What outcome do you expect from this activity? (Be sure there is a direct connection between the activity and the desired outcome)	
3. What tools/methods will the project use to measure the outcome?	
4. What degree or level (percentage or numbers) of the desired outcome do you want to achieve to indicate success? Over what period of time?	
5. How many people will directly benefit from this activity? Or, what systems, partnerships, community networks, or groups will directly benefit from this activity?	
6. Restate (steps 1-5) to create your objective:	

Not a SMART objective:

Community theatre will explore options for a new community arts center.

*Does not identify a measurement or time frame, nor identify why the improvement is needed or how it will be used.*

SMART objective:

The Johnsonville Theatre Company has a need for increased arts programming and performance space. The JTC will work with the IAC consultant to examine facility goals, needs and functions of potential community and arts partners by March 2014 and if there are organizational alignments, to develop a blueprint for shared space and utilization by May 2014. Upon completion and acceptance of the assessment and blueprint, JTC and potential partners will approach the Johnsonville Community Foundation, the City of Johnsonville and other funders to support a financial feasibility study to determine community capacity prior to launching a building campaign to support this project in 2015.

### Tips for working with a Consultant

1. **Be prepared to work.** Once your consultant is on board, your working committee will work so this project must be a priority. The only way your project can be successful is by doing the work required and in accordance with the timeline agreed upon with your consultant.
2. **Be honest in your letter of intent.** This is the basis for all of the work you will do with your consultant. If you overstate support, involvement or participation this will jeopardize the project and may lead to a lesser outcome than desired.
3. **Make yourself and other team members available to your consultant**—sometimes meeting times must be changed and most consultants are flexible, but constantly altering schedules can slow progress and eat up valuable time during a short consultancy period.
4. **Practice good and open communication.** Speak up: Don't be afraid to ask questions. If you are confused, frustrated, or feel that the project is not progressing in the right direction, voice these concerns to your consultant. Both consultant and project leader need to be working in sync for maximum impact.
5. **Set reasonable, measurable goals.** The consultant will help you do this as you work out the Memorandum of Understanding. This document will be your touchstone for the work and services expected on both sides of the relationship. Give it significant consideration before finalizing.
6. **Be open to new ideas,** including constructive criticism. This is an opportunity to get an outside, unbiased perspective on a situation by an experienced professional—the consultant only wants for you to be successful, and this is an opportunity to see issues and opportunities that those close to the project may not be able to see.
7. **Make sure you understand “what’s next,”** that is, what needs to happen when the consultant leaves. The ownership of this project lies with the community partners—know what needs to happen in the next phase of the project and start planning those steps before the consultant leaves so no momentum is lost.

**CY2014 Cultural Planning Consultancy (Round 2)  
Timeline**

October 9, 2013	LOI Deadline
End of week of 10/28, or 11/5,7,8	Consultancy Panel
Post November 21 PGSC Mtg.	Notification of Consultancy Awards
December- January	Initial site visits (IAC and consultant)
January – June 2014	Consultancy Period
June 30, 2014	Final Grant Report Due to IAC

**Letter of Intent**  
**Downtown Westfield Association**  
**Westfield Arts Council**

Project Management

**1. Name and contact information of the lead community partner responsible for being the project manager.**

Ken Kingshill  
Executive Director  
Downtown Westfield Association  
211 S. Union Street  
Westfield, IN 46074  
317-508-6692  
[kenkingshill@gmail.com](mailto:kenkingshill@gmail.com)

**Plan & Request**

**2. What is your community’s vision for being a vibrant arts community?**

Westfield’s vision is to encourage community connections through all forms of art and to develop a vibrant arts culture by establishing a supportive environment for awareness, appreciation, and participation in the arts. We also recognize that the arts can play a major role in the economic development of our community.

The city’s current major economic development effort is Grand Park, the Sports Campus at Westfield. Upon building the largest youth sports facility in the country we conservatively anticipate at least 1.5 million annual visitors to Westfield. Travelling sports families will spend dollars in our community. Businesses will thrive with the increased exposure to the visitors. Westfield anticipates that Grand Park will enjoy regional and national as well as local appeal.

The city also has a plan for reinventing its downtown area. The Grand Junction Plan is an economic development initiative intended to encourage private investment in our downtown. Westfield has a unique opportunity in that it boasts a confluence of trails, waterways, and roadways at or very near to its downtown. The city plans to build a

Grand Junction Park and Plaza that will highlight the intersection of the Midland Trail and the Monon Trail. This will be designed to be a place that appeals to the young at heart and a place where connections of all kinds are made.

Recognizing that the arts can also be an important economic development driver, the addition of a thoughtfully programmed arts component to the already designed sports and trail amenities will result in a balanced experience that should appeal to just about everyone.

**3. What strategy is your community implementing (i.e., artist live-work community, cultural district, cultural trail, arts education center)?**

We are not yet at a stage where we can identify a specific strategy that we are implementing. It might be to incorporate the arts into a Grand Junction District. However, we don't want to focus just on the downtown area. We are seeking a strategic plan that will encompass arts in the whole community. This is a question that we would like to explore with the consultant.

Additionally, we intend to include all aspects of art in our planning efforts, i.e. performance art as well as physical art.

**4. How did you arrive at or develop the vision and strategies for the community cultural plan?**

The Grand Junction Task Group (a committee of the Downtown Westfield Association—a 501(c)3 organization) began work in 2007 to develop a plan for reinventing Westfield's downtown area. The Grand Junction Master Plan was adopted in 2009 and we have been working toward its implementation since that time. During the Task Group's discussions about our downtown we expressed a desire for public art/sculpture in the Grand Junction Area. At that time, Westfield did not have an Arts Council and did not have any plan for public art. The Grand Junction Task Group filled the planning vacuum to the best of its abilities. However, without a strategic plan, our efforts at incorporating arts into the Grand Junction area were haphazard at best, resulting in some successes and some perceived failures.

Recognizing the need for a more formal approach to the arts, the Mayor tasked the Downtown Westfield Association with organizing a Westfield Arts Council—a committee to begin planning and strategizing for the arts.

**5. Is your community cultural planning proposal part of a larger project or initiative? If yes, what are the anticipated next steps in that initiative?**

Westfield's community cultural planning arises out of the work of the Grand Junction Task Group in developing a plan for our downtown. As we worked through the process, we realized that we wanted to see public art in the downtown and in all of Westfield. We took off with that idea – sort of an implement now, perfect later approach. We have had relative successes and relative failures. It became clear to us as a Task Group that Westfield needed a more formal plan for the arts that was really out of the scope of the work that we were doing. We recommended to the Mayor that another group be formed—a Westfield Arts group. That group has now been organized and is just beginning to develop a plan.

With regard to next steps, a schematic design for Grand Junction has been completed, to include a park and plaza built by the city in the downtown. The city is currently in the process of land acquisition for that park and plaza. Next, the city will engage engineers and architects to prepare complete engineering plans.

**6. What progress has your community made in the planning/implementation of your strategy since the October 2011 and/or June 2013 colloquia?**

We attended the October 2011 colloquium. At that time, the Westfield Arts Council had not been formed. The Grand Junction Task Group was working on the implementation of the Grand Junction Master Plan. That colloquium helped to solidify in our minds that an Arts Council of some sort needed to be formed. We spent the next year or so seeking out community members who would be interested in serving on an Arts Council. The Council was formed in July of 2013. We have a core membership of people who are related either by work or by passion to the arts. We are still in need of several members who have the requisite business experience and acumen to assist us on issues related to fundraising and economic sustainability.

**7. What specific issues would you like to address with a consultant and why?**

We wish to address the formation of a strategic plan for the arts as well as a blueprint for implementing that plan. We are at the earliest stages of community cultural planning. It is important to get it right the first time rather than to try to reinvent the proverbial wheel. With the help of a consultant, we can avoid pitfalls and begin weaving arts into the community experience much faster and more effectively than if we tried to do it on our own.

**8. What specific objectives will be achieved?**

As part of its ongoing efforts to transform itself into a community where people naturally want to live, work and play, Westfield recognizes that it needs a strategic plan for the arts. Starting in 2014, Westfield will begin to experience a major influx of out-of-town visitors to its new Grand Park sports campus. Conservative projections suggest that Grand Park will generate over 1.5 million visitors annually. The economic impact of these visitors will be enormous.

Westfield also has plans for its downtown area, known as the Grand Junction. The City will build a park and plaza at a unique confluence of waterways, trails, and roads that will serve as a catalyst for private development in a transformed downtown.

Recognizing that the arts can also be an economic development driver, Westfield seeks to enrich the experience of its Grand Park visitors beyond sports. Meanwhile, the experience of Westfield's own residents should not be ignored. The recently formed Westfield Arts Council will work with the IAC consultant in a public process to develop a vision, mission, goals and objectives and a long range plan to incorporate arts into the fabric of the community for the benefit of the residents of Westfield as well as the family sports tourists that we expect. This will be a collaborative effort among members of City government, the Grand Junction Task Group, the Downtown Westfield Association, the schools, and the Westfield Arts Council. Upon completion, the strategic plan will be presented to the Westfield City Council for its review, approval and adoption. Once the plan is adopted by the City Council, the Arts Council will begin implementation of the plan.

**9. How and where do you envision the public engagement component fitting into the community strategy?**

At the direction and guidance of the consultant, the public will be engaged in open meetings or charrettes to discuss vision, mission, goals, etc. The Westfield Arts Council itself, is a committee made up primarily of private citizens and local arts businesses and organizations.

**10. What is your anticipated timeline for your proposed project?**

The Westfield Arts Council anticipates working with the consultant from January to June, 2014. If the project is not completed during that period, we will continue to work toward completion and City Council adoption by the end of 2014. This is excellent timing as it relates to the opening of Grand Park which will occur sometime during or after summer 2014. We will begin seeing an influx of visitors to our city almost

immediately. Having a strategic plan for the arts in place by the end of 2014 will enable us to begin implementing in 2015.

**11. Consultant fees and travel expenses will be covered by the IAC for the chosen communities (up to 60 hours of consulting hours). What resources will your community provide to this process? (Meeting space, hospitality, additional consultant hours as needed, etc.)**

- Meeting space provided by Downtown Westfield Association, City and School
- City Government Resources (space, computers, printing, employee hours)
- Professional expertise provided by city employees as needed
- Volunteer hours
- Additional consultant hours if needed
- Hospitality as needed
- Enthusiasm!

**Community Team**

**12. Please include a list of the names/organizations of members of the community team who have committed to participate in the planning and implementation of the community cultural plan.**

- Ken Kingshill, Downtown Westfield Association
- Rob Stokes, Westfield City Council
- Mic Mead, Westfield Citizen, Grand Junction Task Group Member, Artist
- John Sampson, Main Street Productions of Westfield
- David Marshall, Adagio Dance Academy
- Sharon Rice, Artist, Westfield School Corporation Teacher's Assistant
- Linda Lutes, Westfield School Corporation Art Teacher
- Teresa Skelton, Downtown Westfield Association Board President

**13. Why were the community planning team members selected? What strengths or areas of expertise do they bring to the process?**

Several members of the Westfield Arts Council are art teachers within the Westfield school system. They were selected for their obvious expertise and passion for visual arts. We have owners of a downtown Westfield dance studio who have a passion for

Downtown Westfield Association

the performing arts and enriching children. Also representing the performing arts is the president of the board of directors of Westfield's local community theater. One of our citizen members is a retired businessman, amateur artist, and community activist. Downtown Westfield Association will be the facilitator of meetings and the planning process. DWA is also a 501(c)3 organization independent of the City of Westfield.

**14. Are there others you would like to include who have not yet committed? Please explain.**

We are still searching for a member who represents music. We will likely have someone in place before the commencement of the consultancy period. We also need someone with business experience and a strong background in non-profit fundraising.

To: INDIANA ARTS COMMISSION  
From: Mic Mead, member Westfield Arts Commission  
Subj: Consulting Grant application

Thank you for offering Westfield the opportunity to apply for your consulting grant.

I am a citizen member who had a career building and leading successful businesses. I have been and still am a practicing craftsman, sculptor, and oil painter. I have and continue to serve various Westfield boards and am a great advocate for our marvelous new opportunities as well as memorializing and sharing our rich history.

Thank you for considering Westfield.

Respectfully,

Mic Mead  
402.5799



**Mayor**  
Andy Cook

**City Council**

Jim Ake  
John Dippel  
Steven Hoover  
Robert L. Horkey  
Robert J. Smith  
Cindy Spoljarić  
Robert W. Stokes

**Clerk Treasurer**  
Cindy J. Gossard

To the Indiana Arts Commission:

I am writing to you indicate my support and involvement in the Westfield Arts Council. The newly formed Council has been tasked with the goal of promoting, supporting and encouraging various forms of art in Westfield. We are also fortunate to have the support of the Downtown Westfield Association who is in the process of applying for a grant from the Community Cultural Planning Consultancy. Whereas we have a strong team with a variety of talent on the Council, the additional advice and leadership from a Consultant would be invaluable. I would greatly appreciate the support of the Indiana Arts Commission in securing this grant for the Westfield Arts Council.

Thank you very much for your consideration.

A handwritten signature in blue ink that reads "Robert W. Stokes".

Robert Stokes  
Westfield City Council - District 1  
(317) 258-3349

Being a part of Downtown Westfield Association is well worth the time I invest in doing so.

In addition I am very excited to be an active participant in serving on the Arts Commission. Being passionate about all arts and how they can connect with a community to enhance the over all economic development blends well with all we are doing in Westfield.

Teresa Otis Skelton

Sent from my iPhone

October 07, 2013

Dear Indiana Arts Commission:

My name is Sharon M. Rice and I am a member of the newly formed Westfield Arts Council. I understand that the Downtown Westfield Association, on behalf of the Westfield Arts Council, is applying for a Community Planning Consultancy to assist us in formulating and implementing a plan for public arts in Westfield.

I am aware of the planning goals and agree to participate in the project if/when Westfield is awarded a consultancy.

Thank you very much,

Sharon M. Rice

IA

Carey Ridge Elementary

WWS Schools

Rices @ wws.k12.in.us

Cell: 317-460-2291

# ADAGIO DANCE ACADEMY

Dear Indiana Arts Commission:

As the owner of an arts-centric business in downtown Westfield, I am excited and proud to be a member of the newly formed Westfield Arts Council. It is my understanding that the Downtown Westfield Association has applied for the Community Cultural Planning Consultancy in order to assist us as we establish a plan to develop a culture conducive to the arts in our community. If granted this opportunity, I agree to participate in this project and support the goals of the Westfield Arts Council and Downtown Westfield Association.

Sincerely,



David Marshall

Owner - Adagio Dance Academy  
230 E. Main St., Westfield, IN 46074  
[david@dancewithadagio.com](mailto:david@dancewithadagio.com)  
[www.dancewithadagio.com](http://www.dancewithadagio.com)



*To the Indiana Arts Commission,*

*I, John C. Sampson, am honored to be a member of the newly formed Westfield Arts Council. It is my understanding that the Downtown Westfield Association and Director Ken Kingshill, on behalf of the Westfield Arts Council, is applying for a Community Cultural Planning Consultant to assist us in formulating and implementing a plan for the public arts in and for Westfield, Indiana. In my work with theatre arts, I am very happy to participate in the project if Westfield is awarded a consulting.*

*Thanks for your consideration and encouragement,*

*John C. Sampson, President of Mainstreet Productions of Westfield, Inc./ Westfield Playhouse*  
[knightsam@juno.com](mailto:knightsam@juno.com)  
317-776-2558

P.O. Box 702 ★ Westfield, Indiana 46074

**Westfield Arts Alliance  
Community Asset Inventory**

- Parks
- Parks Department and programs
- Westfield in Bloom
- Businesses that integrate arts in their décor
- Churches
- Gateways to neighborhoods
- Schools
- Roundabouts
- Arts related businesses
- Farmers market
- 4<sup>th</sup> of July events
- Blank spaces
- Public library
- Keynotes (Campus Ministry-Crusade for Christ)
- Memorials
- Cemeteries
- “Red Man” statue
- Westfield Playhouse-Main Street Productions
- Buildings’ architecture
- City Government
- Businesses
- Hamilton County Convention and Visitors Bureau/Tourism
- Not-for-Profit organizations
- Media (lack of)
- Residents
- Children
- Infrastructure
- Community Foundations
- Higher Education (Union Bible College)
- Artists
- Indiana arts Commission
- Grand Park
- Grand Junction
- Service organizations
- Developers
- Professional organizations
- Chamber of Commerce
- Cultures:

- Religious
- Ethnic
- Generational
- Demographical (Socio-economic: education, income)
- Perspectives
- History
- Location
- Reputation
- Welcoming, friendly attitude
- Atmosphere
- Local economy
- Rapid growth
- Airports
- Farmland
- Entertainment
- Three bergs within the township

## Arts and Culture Funding Resources

<https://indiana.cerweb.org/>

<http://www.indianahumanities.org/resources/grants/>

[www.lillyendowment.org](http://www.lillyendowment.org)

[www.Indiana.grantwatch.com](http://www.Indiana.grantwatch.com)

[www.artsland.org/Services/artsqrants.ASP](http://www.artsland.org/Services/artsqrants.ASP)

<http://arts.gov/news/2014/national-endowment-arts-announces-guidelines-available-fiscal-year-2015-funding-programs>

[www.pbs.org/reference/artfunding](http://www.pbs.org/reference/artfunding)

[www.americasforthearts.org/by-topic/fundingresources](http://www.americasforthearts.org/by-topic/fundingresources)

[www.grantspace.org/Subjects/arts-and-culture](http://www.grantspace.org/Subjects/arts-and-culture)

<http://www.nal.usda.gov/ric/ricpubs/artspub.html>

<http://www.usregionalarts.org/funding.htm>

[http://www.foundationforcontemporaryarts.org/grant\\_programs/organizations.html](http://www.foundationforcontemporaryarts.org/grant_programs/organizations.html)

<http://www.fundnetservices.com/searchresult/1/Arts-&Culture-Grants/2.html>

<http://www.artworkfund.org/>

<http://www.wallacefoundation.org/>

<https://www.fundnetservices.com/searchresult/1/Arts-&Culture-Grants.html>

<https://www.indianalandmarks.org/resources/pages/grantsloans.aspx>

Local companies and individuals

Community Foundations

**Westfield Arts Alliance**  
**Assessment of Issues and Goals**

**What has kept you from addressing or accomplishing this?**

1. *Encourage community connections through all forms of art.*
  - No effort
  - No central group
  - No expertise
  - Very conservative community not interested in art
  - Not a priority
  - Sports was king
  - Was/is rural community
  - Proximity to existing arts
  - Lack of identifying assets in community
  - Funding
  - Leadership
  - Rapid growth
  - Lack of forward thinking
  - Relation to other neighboring communities (Big Brother/Little Brother perception)
  - Limited Media resources
  - Lack of collaboration
  - Lack of Vision
  - Lack of Planning
  - Apathy
  - Lack of arts education outside of schools and churches
  - Lack of identified local market/appreciation for the arts
  - Lack of exposure to/for the art
  
2. *Develop a vibrant arts culture by establishing a supportive environment for awareness*
  - Lack of media
  - Lack of actual art on display
  - Lack of art for no reason
  - Lack of knowledge re arts in schools/businesses/architecture
  - Lack of initiative/interest/involvement
  - Apathy
  - Art as income vs. appreciation for art
  - Is art a luxury?
  - Art isn't cool

- Lack of marketing
- Lack of coordination/collaboration among arts groups/shows

#### appreciation

- Lack of vision
- Economics
- Lack of exposure/knowledge regarding arts and culture
- Need for marketing
- Leadership issues
- Lack of cooperation/collaboration
- Lack of funding in the school system for arts
- Lack of awareness
- Lack of cultural appreciation
- Lack of taking art to the people (public)

#### participation

- Need for marketing/communication
- Vision/leadership issues
- Branding needs
- Lack of appreciation and awareness regarding arts and culture
- Accessibility issues
- Education issues
- Cost to participate (time and resources)
- Lack of priority
- Competition for time and resources
- Fear
- Inertia
- Unconnected
- Socio-economic demographic/cultural

in the arts.

### 3. *Arts as an economic development driver.*

- Quality of life and place
- Need for venues
- Developing a market for the arts
- Tourism factor
- City exposure
- Attracting talent
- Creating vibrancy so people will identify with and have a passion for their community
- Creation of identity based on authenticity
- Creation of traditions/history
- Money

**How might you address or accomplish this?**

1. *Encourage community connections through all forms of art.*
  - Encourage community connections through all forms of art.
  - Education of public re: what encompasses arts
  - Transparency: openness and invitation to what is going on
    - Expose people to arts
    - Opportunity to be exposed; invitation
  - Interactive and immersive arts events
  - Embrace multicultural diversity to encourage cross connections
  - Art as a “real” business
  - Collaborative arts effort
  - Sustainable effort
  - Reach out to others who have vested interest in success of community
  - Not be steamrolled by sports; more to Westfield than just sports
  - Grand Park: Arts events/classes for children (\$)
  - Marketing
  - Overcome negativity and competitive attitude
2. *Develop a vibrant arts culture by establishing a supportive environment for awareness of the arts. (Awareness, Appreciation, Participation)*
  - Groupon/Crowd funding
  - Build presence in surrounding media: print and social
  - Build relationship with HCCVB
  - Link to City and CVB website
  - Media liaison
  - City newsletter
  - Parks department newsletter
  - Marketing (AAW and activities)
  - Current (publication)
  - Creative collaboration of mediums/arts disciplines
  - Historical perspective of art and culture in community
  - Events/Activities (role of the AAW)
  - Educational Enrichment Outreach
  - Financial Support
  - Availability and Access of AAW
  - Proactive outreach to local artists and business community and government institutions
  - Juried art shows/performances/etc. – awards
  - Recognition Programs
  - Mayoral Proclamations

3. *Arts as an economic development driver.*

- More venues (planning community expect performance/art venues as part of developments) Incorporate Grand Park
- Advocate for permanent venue
- Asset inventory of existing potential venues (IIMM)
- Enhance school experience
- Chamber of Commerce
- Public art
- Public art in private businesses
- Attract arts and cultural related entrepreneurs and businesses
- Assess existing public spaces for additional arts and culture development (e.g., Asa Bales Park amphitheater)
- Arts tourism
- Arts business
- Art in the hotels (public and private)
- Work with Hamilton County Tourism Inc.
- Arts as part of Development Standards
- Arts/Landscaping substitution in landscaping plan for development



Asa Bales Park Sculpture



Baseball Game



Grand Park Map and Land Use



Mural Union Street Flowers



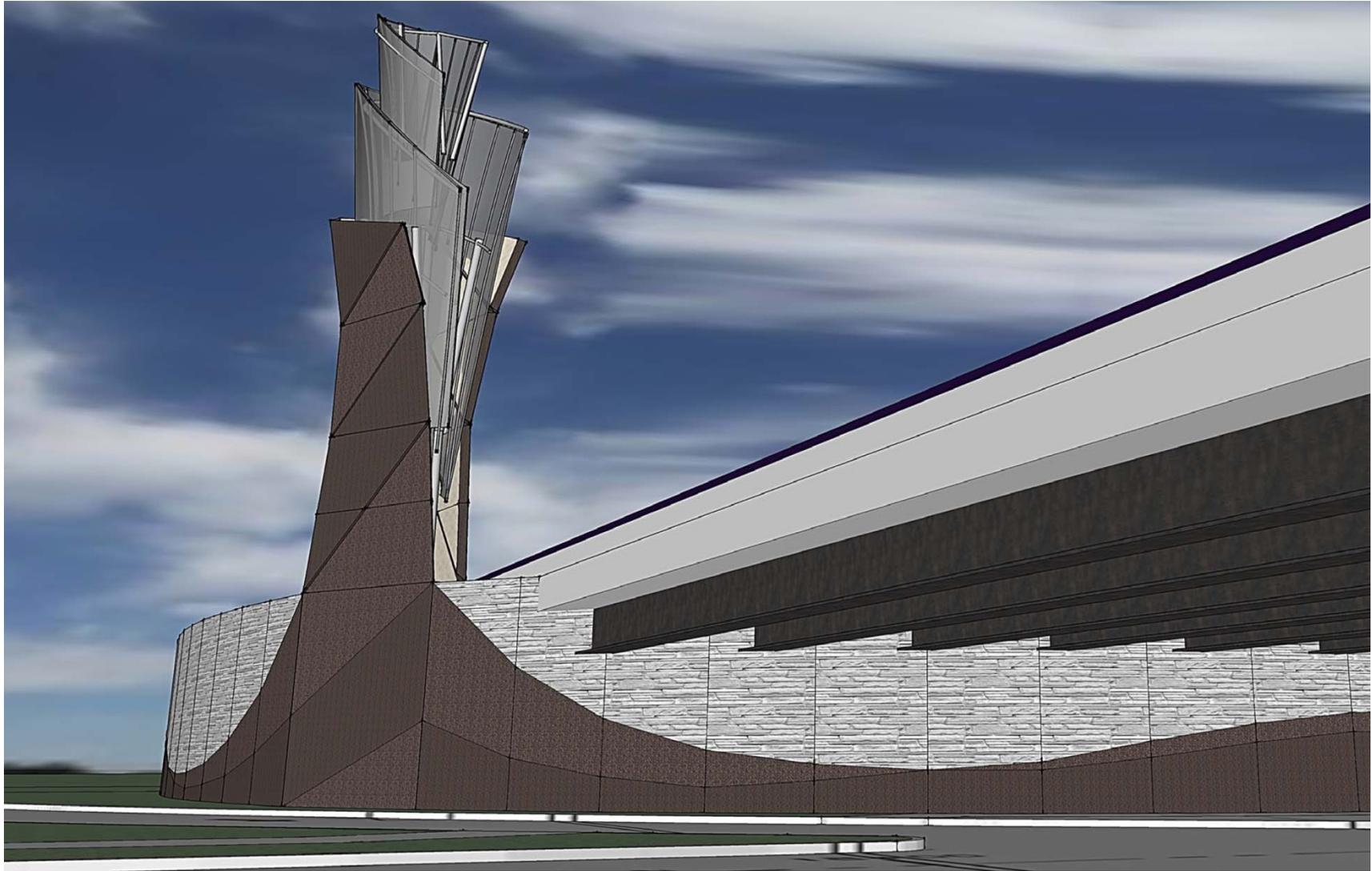
Downtown Westfield



Red Man



Downtown Westfield



Gateway Tower



Union Bible College