



# STATE OF THE ARTS

MQTCOMPASS.COM



CITY OFFICE OF ARTS & CULTURE

## CITY ARTS & CULTURE 2014 MASTER PLAN OVERVIEW

**INITIATIVE 1:** THE CITY'S COMMITMENT TO SUPPORTING A ROBUST CULTURAL LIFE AND CREATIVE ECONOMY WITH AN EMPOWERED ARTS AND CULTURE OFFICE IS CRITICAL FOR A VIBRANT, ENGAGED, AND SUSTAINABLE COMMUNITY.

### STRATEGY 1.1: RETAIN AND REFRAME THE CITY'S ROLE IN SUPPORTING LOCAL ARTS AND CULTURE

**1.1a:** New Mission: *Serves to support facilitate and grow an empowered and vital arts, culture and creative community*

**1.1b:** Measure & articulate economic value - *Economic Impact Study*

**1.1c:** Provide Access to resource and services - *MQTcompass.com & Our Office*

**1.1d:** Integrate and Include Arts & Culture into City-Wide planning  
*Master Planning Process, Elevating the mission of Art Week*

**Where can you represent the Creatives in our community?**

**1.1e:** Ensure City Policies are supportive of Arts & Culture

Public Policies: *Street Performance, Signage*

Strategic Policies: *Cultural Facilities (City Band Shell), Public Art*

### STRATEGY 1.2: SUPPORT ACTIVE AND ENGAGED COMMUNITY OF HEALTHY, LIFELONG LEARNERS

**1.2a:** Provide opportunities for arts education - *Senior Arts, Artists in Excellence*

**1.2b:** Nurture community engagement - *City Arts & Culture Center, Art Awards, Art Week*

### STRATEGY 1.3: ENSURE AN ATTRACTIVE, SUPPORTIVE, AND SUSTAINABLE ENVIRONMENT FOR ARTISTS AND CREATIVE BUSINESSES

**1.3a** Create an artist resource and services website - *MQTcompass.com*

**1.3b:** Support the social and economic wellbeing of the community

*First Thursdays Art Tour, Public Gallery Program, Creative Chamber*

**1.3c:** Future Action Items: *Review city zoning, Assess viability of housing, Inventory capacity & quality of venues and creative spaces; What do you feel we should prioritize?*

**INITIATIVE 2:** A REGIONAL PARTNERSHIP THAT FOSTERS COMMUNICATION AND COLLABORATION ACROSS THE MARQUETTE AREA'S ARTS, CULTURE, AND CREATIVE SECTOR WILL INCREASE THE CONTRIBUTION AND VALUE OF MARQUETTE AREA'S CREATIVE ASSETS

**STRATEGY 2.1:** ESTABLISH A FORMAL MARQUETTE AREA CULTURE AND CREATIVE ALLIANCE

- Upper Peninsula Arts & Culture Alliance - *U.P. Artist Directory and Grant Opportunities*

**STRATEGY 2.2:** DEVELOP COLLABORATIVE MARKETING AND PROMOTIONAL EFFORTS

- MQT365 > MQTcompass
- Creative Community Annual Report

***What art advocacy tools would you like to have?***

**STRATEGY 2.3:** CONTINUE TO ENGAGE THE PUBLIC IN DIALOGUE ABOUT THE FUTURE OF ARTS AND CULTURE IN THE MARQUETTE AREA

- State of the Arts Events
- Partnerships with local organizations and individuals

***We want your direction and input, how would you like to engage with us?***

**STRATEGY 2.4:** ESTABLISH COMPREHENSIVE TALENT DEVELOPMENT ATTRACTION AND RETENTION PLAN

- High School Artists in Excellence Program
- Collaborating with economic development organizations - *Innovate Mqt SmartZone*

**STRATEGY 2.5:** INTEGRATE ECONOMIC DEVELOPMENT PLANNING FOR ARTS AND CULTURE CREATIVE ENTERPRISES AND HERITAGE WITH DOWNTOWN DEVELOPMENT, HISTORIC PRESERVATION, FOOD HUBS AND AREA WIDE ECONOMIC PLANNING

- Historic Preservation and Heritage storytelling - *Cultural Trail*
- Seeking funding opportunities to support economic development and creative placemaking initiatives - *NEA Our Town, Michigan Heritage Fund, Native Heritage Foundation, Michigan Arts and Culture Council, MEDC Grants, & DNR Grants*

---

We know, this is a lot to take in. That is why we want your help in shaping the direction of our Office's future work. This is your opportunity to engage, consider our ecosystem and the roles we all fulfill. Tonight is the beginning of an ongoing conversation and we're so grateful that you're here, you care, and that you are a part of the Marquette community.