

NEAR EASTSIDE QUALITY OF LIFE PLAN

ARTS AND CULTURE

Lead Agency: John Boner Neighborhood Centers

Our Vision: The near Eastside is a place where arts, culture, and creativity are valued as vital contributors to the character, quality of life, and economy of the neighborhood.

Priority #1: Invest in physical spaces for arts, culture and creative expression	
Action 1.1:	Establish an arts-centric entity/association/leadership team that provides thought leadership on the holistic implementation of arts and culture strategies, initiatives and programming throughout the near Eastside and is responsible for planning, developing equity and inclusion strategies, resident engagement, project oversight and identifying funding prospects
Performance Measures:	Leadership and structure are identified
	Strategic plan is created to guide priorities and operating structure
	Development of permanency strategies and policies for physical spaces dedicated to the arts are created
Implementation Partner:	JBNC
Supporting Partner/s:	
Action 1.2:	Develop a comprehensive corridor planning process for 10th Street (Mass Avenue to Emerson).
Performance Measures:	Creation of a corridor Master Plan for 10th Street that provides a guiding vision for economic development, arts and culture, greenspace, desired amenities and the built environment
	Reuse strategies are identified and implemented for existing vacant buildings and underutilized parcels along the 10th Street corridor
Implementation Partner:	JBNC, NEAR, Englewood CDC
Supporting Partner/s:	10th Street Businesses, CCIC, Near Eastside Neighborhood Associations, Keep Indianapolis Beautiful, City of Indianapolis - DMD

Priority #2: Creating a culture of art and art appreciation	
Action 2.1:	Increase arts education opportunities for near Eastside youth in school and during out of school time

Performance Measures:	Create an inventory of current arts-based programming and sites available on the near Eastside
	Identify a robust network of community-based partners who can provide arts education programming for near Eastside youth
	Create opportunities for teens and young adults to have training and job opportunities in creative industries focused on career exploration and income generation.
Implementation Partner:	JBNC
Supporting Partner/s:	Arts Council of Indianapolis (Any Given Child Initiative), Eastside schools, Arts for Learning , community-based arts organizations, near Eastside faith-based institutions

Action 2.2:	Make art visible throughout the near Eastside through engaging and unique public art
Performance Measures:	Identify unique opportunities and locations for public art in neighborhoods and along major Near Eastside corridors that is distinctive, unique and creates beauty throughout the entire Eastside, with an emphasis on art and beauty in unexpected places
	Implement artfully designed wayfinding throughout the Near Eastside that highlights the uniqueness and identity and history of individual Near Eastside neighborhoods
	Implement strategies that intersect art and nature
Implementation Partner:	JBNC
Supporting Partner/s:	Near Eastside Neighborhood Associations, Arts Council of Indianapolis, Keep Indianapolis Beautiful

Priority #3: Cultivate and support creative talent	
Action 3.1:	Develop and implement strategies that position the near Eastside as a place for creative manufacturing to increase employment opportunities for near Eastside creative talent
Performance Measures:	Develop economic development strategies focused on creative and small batch manufacturing job attraction and creation
	Identify a location on the near Eastside that would serve as a location for a small batch manufacturing facility with an emphasis on digital design, industrial sewing, welding and carpentry
Implementation Partner:	Englewood CDC
Supporting Partner/s:	LISC, PATTERN, Project Lia, Latina's Welding Guild, CCIC, Indy Chamber, Visit Indy

Action 3.2:	Create and implement a comprehensive arts and creativity marketing strategy that promotes and elevates existing near Eastside creatives and the unique arts and culture assets
Performance Measures:	Develop a marketing plan and strategy that showcases the diverse Eastside creative talent, both locally and nationally
	Promote Near Eastside artists / creatives to companies and media outlets, locally and nationally
Implementation Partner:	JBNC
Supporting Partner/s:	Indy Chamber, Visit Indy, LISC

Action 3.3:	Increase the number of near Eastside locations, spaces and venues available to creatives where they can perform and sell their work
Performance Measures:	Inventory existing and possible near Eastside locations where creatives can showcase / sell work
	Develop a toolkit for businesses around best practices around showing and selling the work of creatives
Implementation Partner:	JBNC
Supporting Partner/s:	Eastside Business, Faith-Based Institutions