

meetings to go **host script & group response**

ARTS, CULTURE & CREATIVITY

GOALS & POLICIES

[Read this to your group]

NashvilleNext's goals and policies will help guide Metro government's spending and growth-related activities through 2040, as well as its partnerships with community and business organizations.

Six Resource Teams, made up of community members, volunteer experts, and Metro employees, developed the current draft Goals & Policies.

These Goals and Policies were developed to guide decisions in Nashville related to Art, Culture & Creativity. They serve as a bridge between vision and action, setting directions for Metro and the community to begin implementing after the plan is adopted.

They give increasingly specific guidance on how the Nashville community should approach issues related to Art, Culture & Creativity.

We need your review to be sure that this is the best direction for Nashville.

[OPTIONAL] Ice breakers

Trends to talk about to start the discussion:

- Where have you seen cultural landmarks succeed?
 - Identify some cultural landmarks/events found in and around Nashville?
 - What does it mean to you to have art integrated in your neighborhoods?
 - What are some strategies to help implement more art in our city?
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INSTRUCTIONS FOR GOALS AND POLICIES

[Read this to your group]

The first thing we need to do is review the draft Goals and Policies. I'll read each one, and then we'll vote to show whether we think each one takes Nashville in the right direction or the wrong direction. After we've voted on them all, we can come back and discuss any that we disagree on. I can also record any suggestions for improvement.

For each goal or policy, circle your group's opinion. Include comments in the space below each rating.

ACC Goal 1

Nashvillians embrace arts education and life-long cultural literacy as a core value.

Why is this important? Investment in arts education from pre-school to adult education is the most direct way a city can build its creative class. Across the socio-economic spectrum, arts education in schools and in the community has shown to be the single largest predictor of arts consumption and creation as an adult. Incidentally, it is also highly predictive of the level of educational attainment.

Arts education introduces and strengthens our next generation's relationship to arts and culture, which fuels future participation and develops a more creative and marketable workforce. Cities around the country are recognizing the competitive advantage gained by developing and nurturing their stock of artistic talent.

CIRCLE the consensus of your group.

<input type="radio"/> right direction	all	most	half	few	none
	<hr/>				
<input type="radio"/> wrong direction	all	most	half	few	none

ACC 1.1

Incorporate and fund arts and creativity as a key component in Metro Schools' core curriculum and priority programs and activities.

CIRCLE the consensus of your group.

<input type="radio"/> right direction	all	most	half	few	none
	<hr/>				
<input type="radio"/> wrong direction	all	most	half	few	none

ACC 1.2

Foster connections and increase degree programs in arts, design, and creativity in Nashville and Middle Tennessee.

CIRCLE the consensus of your group.

<input type="radio"/> right direction	all	most	half	few	none
<hr/>					
<input type="radio"/> wrong direction	all	most	half	few	none

ACC 1.3

Create and strengthen formal and informal arts education and exploration for the general public.

CIRCLE the consensus of your group.

<input type="radio"/> right direction	all	most	half	few	none
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<input type="radio"/> wrong direction	all	most	half	few	none

ACC Goal 2

Nashville has thriving creative and cultural districts dispersed across the region.

Why is this important? Creative placemaking (planning communities that promote health, happiness, creativity and wellbeing for all) efforts could be the single biggest tool available to municipalities, as “creative places form crucibles wherein people, ideas, and organizations come together.” Nashville is a city of neighborhoods. Our neighborhoods are some of our strongest and most valued assets. Locating arts and cultural centers near these centers and corridors is smart development practice for sustainability, but also for creative momentum. When located properly, these centers will already have a core group of patrons and investors. Within cultural industries, business increasingly follows people, rather than the other way around.

Rather than investing large sums of public and private dollars into a single performing arts center or even a physical cluster of arts institutions, creative placemaking employs a more diverse and scalable array of initiatives meant to foster the development of arts through the combination of political will, creative entrepreneurship, and a committed private sector.

CIRCLE the consensus of your group.

 right direction	all	most	half	few	none
<hr/>					
 wrong direction	all	most	half	few	none

ACC 2.1

Locate and encourage arts and cultural redevelopment activity in commercial centers and along commercial corridors adjacent to neighborhoods.

CIRCLE the consensus of your group.

 right direction	all	most	half	few	none
<hr/>					
 wrong direction	all	most	half	few	none

ACC 2.2

Create land use and zoning tools and incentives for private developers that can enhance formation of cultural districts and arts/culture- focused neighborhood infill.

CIRCLE the consensus of your group.

 right direction	all	most	half	few	none
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 wrong direction	all	most	half	few	none

ACC 2.3

Support funding and zoning practices that retain affordable housing and studio production space throughout the county.

CIRCLE the consensus of your group.

 right direction	all	most	half	few	none
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 wrong direction	all	most	half	few	none

ACC 2.4

Secure more federal, state and local funding and incentives to fuel formal cultural districts.

CIRCLE the consensus of your group.

 right direction	all	most	half	few	none
<hr/>					
 wrong direction	all	most	half	few	none

ACC 2.5

Expand funding sources for permanent and temporary public art, while also funding public art maintenance throughout the region.

CIRCLE the consensus of your group.

 right direction	all	most	half	few	none
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 wrong direction	all	most	half	few	none

ACC Goal 3

Every Nashvillian has genuine access to opportunities to participate in the arts and cultural activities.

Why is this important? Proximity and connectivity are imperative for Nashvillians to have genuine access to arts and culture – access without barriers due to lack of transportation, cost, etc. Arts Districts and Cultural Centers should be highly visible and easily accessible for the entire population.

Decentralizing public arts and culture investments and focusing efforts on neighborhood-based cultural activities through creative placemaking will foster a more inclusive and accessible environment for cultural experience and participation.

Strategically located public art installations contribute to a sense of place identity, public safety, and create passive participation in the arts. Regardless of the vehicle or medium, a creative city makes art available for participation and enjoyment for all of its population.

CIRCLE the consensus of your group.

 right direction	all	most	half	few	none
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 wrong direction	all	most	half	few	none

ACC 3.1

Neighborhoods support a range of arts program venues and production spaces for art of all genres.

CIRCLE the consensus of your group.

 right direction	all	most	half	few	none
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 wrong direction	all	most	half	few	none

ACC 3.2

Generate new planning tools and funding that foster citizen-generated arts and cultural activities.

CIRCLE the consensus of your group.

 right direction	all	most	half	few	none
<hr/>					
 wrong direction	all	most	half	few	none

ACC 3.3

Grow public funding and expand audiences for major cultural institutions.

CIRCLE the consensus of your group.

 right direction	all	most	half	few	none
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 wrong direction	all	most	half	few	none

ACC 3.4

Explore policies to identify and fund artists, cultural groups and genres that are traditionally under-represented in the county.

CIRCLE the consensus of your group.

 right direction	all	most	half	few	none
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 wrong direction	all	most	half	few	none

ACC Goal 4

Nashville artists and creative entrepreneurs have clear pathways to grow their professional practices and businesses.

Why is this important? As Nashville continues to capitalize on its existing assets through creative placemaking and other arts/culture based initiatives, traditional economic development incentives should not be ignored.

Arts and culture exports such as film and television, music recordings, or designer blue jeans, handbags, and chocolates, signal that Nashville is an innovative, creative community where opportunity abounds. Responsible incentives that attract creative businesses to locate and stay in Nashville will have lasting benefits beyond those measured by jobs and direct spending.

Creating pathways for Nashville's creative talent to grow is imperative for the success of Nashville as a creative hub. Often attracting talent is the easier part of this equation the more difficult portion lies in trying to retain creative people and businesses.

CIRCLE the consensus of your group.

 right direction	all	most	half	few	none
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 wrong direction	all	most	half	few	none

ACC 4.1

Establish and implement a regional creative sector job growth plan.

CIRCLE the consensus of your group.

 right direction	all	most	half	few	none
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 wrong direction	all	most	half	few	none

ACC 4.2

Expand existing programs centered on workforce training and development for people in creative vocations.

CIRCLE the consensus of your group.

 right direction	all	most	half	few	none
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 wrong direction	all	most	half	few	none

ACC 4.3

Increase visibility of local art and arts production through incentive programs and citywide marketing and branding.

CIRCLE the consensus of your group.

 right direction	all	most	half	few	none
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 wrong direction	all	most	half	few	none

ACC 4.4

Utilize technology to better connect creative workers and their products to consumers.

CIRCLE the consensus of your group.

 right direction	all	most	half	few	none
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 wrong direction	all	most	half	few	none

ACTIONS

[Read this to your group]

Now, we can suggest three tasks to carry out these goals and policies.

1. IDENTIFY the topic you want to focus on with each task.
2. DEFINE which policy from the Goals and Policies is being referenced.
3. WRITE a short description.
4. SELECT a timeframe (short-, medium-, or long-term).

For example:

- *Metro will have inclusionary zoning.*
- *Private investors will develop in our corridors.*
- *Communities will be more accepting of change.*

We encourage groups to assign a tasks for each party, but it's not required.

What Policy?	Task	Assigned to...	Timeframe
		<input type="checkbox"/> Metro <input type="checkbox"/> Private investors <input type="checkbox"/> Community	<input type="checkbox"/> 1 - 2 years <input type="checkbox"/> 2 - 5 years <input type="checkbox"/> 5+ years
		<input type="checkbox"/> Metro <input type="checkbox"/> Private investors <input type="checkbox"/> Community	<input type="checkbox"/> 1 - 2 years <input type="checkbox"/> 2 - 5 years <input type="checkbox"/> 5+ years
		<input type="checkbox"/> Metro <input type="checkbox"/> Private investors <input type="checkbox"/> Community	<input type="checkbox"/> 1 - 2 years <input type="checkbox"/> 2 - 5 years <input type="checkbox"/> 5+ years
