



# Arts, Culture, & Creativity

## goals and policies

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## 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.

### ACC 1.1

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

### ACC 1.2

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

### ACC 1.3

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

## 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.

### ACC 2.1

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



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### **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.

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### **ACC 2.3**

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

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### **ACC 2.4**

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

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### **ACC 2.5**

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

## **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.

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### **ACC 3.1**

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

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### **ACC 3.2**

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

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### **ACC 3.3**

Grow public funding and expand audiences for major cultural institutions.

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### **ACC 3.4**

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



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## 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.

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### ACC 4.1

Establish and implement a regional creative sector job growth plan.

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### ACC 4.2

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

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### ACC 4.3

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

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### ACC 4.4

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