

Arts, Culture & Innovation



Arts, Culture & Innovation

St. Louis is located in a nationally, historically, and culturally significant location, rooted geographically and temporally at the confluence of America's greatest rivers. From this location, St. Louis has maintained a pivotal role in much of America's history and culture since its settlement, making countless contributions to American music, dance, performance, art, history, design, architecture, building, landscape, literary arts, graphic design, crafts, and innovative new industries.

The City has developed a nationally significant collection of arts, cultural and historical sites and venues, a growing local creative innovation industry, quality artistic press, well acclaimed fine dining, and blossoming creative arts districts. A study commissioned by Americans for the Arts and the St. Louis Regional Arts Commission indicates that, in 2007, arts and culture was a \$561 million industry, supporting 8,809 full time employees within the region. Furthermore, this arts and culture sector is growing, showing a 25% increase in economic activity and employment in the five years since 2002. In addition, St. Louis has three successful professional sports teams that attract millions of visitors to the City, and another \$509 million in revenue (2010). Arts and Culture is one of the St. Louis region's largest, most attractive and economically successful industries, and the City of St. Louis serves as the center of this regional asset.

EXISTING ASSETS

The City of St. Louis has a great concentration of arts and cultural facilities and venues that are well utilized through successful events, which contribute significant vitality to the City and its economy. There are numerous "arts, culture and entertainment districts" including Downtown, which contains the Jefferson National Expansion Memorial (Arch Grounds), Old Courthouse, Old Cathedral and Gateway Mall, Peabody Auditorium, the Cardinals' Busch Stadium, Scottrade Center, America's Center, Peabody Opera House, Laclede's Landing, and Citygarden. There is also a strong concentration of cultural institutions in Grand Center, with Powell Hall, The Contemporary Art Museum, the Pulitzer Foundation for the Arts, the Sheldon Concert Hall, the Black Repertory Theater, and the Fox Theater. Forest Park contains five exceptional cultural facilities: the St. Louis Art Museum, the Missouri History Museum, the Municipal Theatre Association of St. Louis (Muny), the St. Louis Zoo, and the St. Louis Science Center. The City is also home to the world renowned Missouri Botanical Garden. These institutions have ensured that St. Louis has the most museums and libraries per capita than any large American city according to stlworldclasscity.com.

In addition, the City has numerous emerging and established neighborhood arts and culture corridors, including the Grove, Cherokee Street, South Grand, Dr. Martin Luther King Boulevard, 14th Street in Old North, the Central West End, the Delmar Loop, and Washington Avenue. There are also emerging clusters of creative and innovative industries in the CORTEX area, Downtown, the Locust Business District, Mid-town, the Central West End, and surrounding the Delmar Loop. Biosciences, design, information technology, and other industries are thriving in these areas because of investments and leadership from universities, venture capitalists, and City agencies. The City has also established numerous progressive policies to encourage the growth of arts, culture, and innovation, including the Metropolitan Zoological Park and Museum District (ZMD), a special tax for cultural institutions, and the 1% for the Arts Ordinance (City Ordinance 68793). In addition, the City has a strong regional collaboration for the arts, organized by the Regional Arts Commission, and the progressive Metro Arts in Transit public art partnership.

GOAL

The City of St. Louis aspires to grow its existing, vibrant, diverse and nationally significant arts, culture, entertainment, creative, and innovation industries, and leverage them in order to both deliver and reflect sustainability at the local level, and result in meaningful economic development opportunities for the community at large.

OBJECTIVES

- A** Utilize the Arts, Culture, Design, Creative, and Innovation Industries for Economic and Community Development
- B** Increase Affordable and Equitable Access to a Diversity of Arts and Culture
- C** Develop Multi-Use, Transit Accessible Arts and Cultural Districts
- D** Encourage Innovation through Smart Learning Hubs and Venture Capital
- E** Encourage Public Art and Design that Builds Vibrancy and Identity
- F** Promote and Develop Arts, Cultural and Innovation Facilities, Resources, and Events
- G** Build Arts, Design and Cultural Leadership, Volunteerism, Stewardship, and Funding



Objective A: Utilize the Arts, Culture, Design, Creative, and Innovation Industries for Economic and Community Development

Arts, culture and design, and the creative and innovation industries, constitute a major sector of the City’s economy, and have the ability to bolster economic and community development strategies that give the City a competitive edge. Development in these sectors provides new jobs, contributes to the development of a skilled workforce, attracts new residents, increases real estate values, generates tax revenues, and stimulates tourism and consumer purchases. The City regularly draws local, regional, and national visitors for key civic, arts, cultural, and sports events facilitated by the Convention & Visitors Commission and the City Special Events Office. These events create tremendous vitality and excitement throughout the City. Arts and culture are also instrumental in fostering a sense of community and place. Bold programs and partnerships can further the development of the arts, design, culture, and the creative industries, and solidify the City of St. Louis as a national center of arts, culture, and innovation.

STRATEGY 1

Continue to attract and sponsor major arts, design, and cultural events

Facilitate major arts and cultural events as a way of bringing large numbers of tourists and activists into the City. Link events to local businesses, and seek positive coverage in local and national media outlets to build a positive image of St. Louis. Celebrate local innovators, artists, and cultural figures. Leverage St. Louis’ unique jazz and blues heritage in order to increase tourism and local pride.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Visitors Commissions, Sports Teams, Cultural Institutions, Business Districts

Strategy Type: Planning, Operations, Partnerships

STRATEGY 2

Market the City’s arts, cultural, and innovative industries in order to attract and retain “young professionals” and the “creative class”

Market St. Louis as a location for exciting arts, design, and cultural experiences, opportunities, and affordable amenities through targeted nationwide advertising campaigns. Encourage local press to cover unique art, design, and cultural events that occur throughout the City.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Business Districts, Media Organizations, Cultural Institutions

Strategy Type: Policy, Partnerships

OBJECTIVE A

Utilize the Arts, Culture, Design, Creative, and Innovation Industries for Economic and Community Development

STRATEGY 3

Include youth development and education within art and culture projects and programs

Use the City's existing public arts resources for youth development and as an educational guide. Enhance these resources to include more private art, and increase accessibility on the web, in social media, and in local news sources in order to encourage involvement in the arts and culture by local residents, visitors, and knowledge of these nationally significant resources.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Schools, Cultural Institutions, Local Artists

Strategy Type: Policy, Operations, Education, Partnerships

STRATEGY 4

Encourage the development of affordable artist housing, studios, and venues

Target artists and the creative industries to bring economic and community development to neighborhoods and districts. Coordinate artists' needs with those of developers and communities. Increase the connections between the arts and culture sector and other sectors of the economy by providing information about locally available resources and assets.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Community Organizations, Culture & Arts Districts, Developers, Local Artists

Strategy Type: Planning, Partnerships



OBJECTIVE A

Utilize the Arts, Culture, Design, Creative, and Innovation Industries for Economic and Community Development



STRATEGY 5

Diversify the City's range of arts, creative, and innovative industries

Encourage the development of technology-based creative and innovative industries, and support opportunities related to the film industry in the City. Develop the intersection of locally grown food and art as a centerpiece of St. Louis City pride, worthy of national recognition.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Local Businesses, Cultural Institutions, Professional Arts/Cultural/Industry Organizations

Strategy Type: Policy, Planning, Partnerships

STRATEGY 6

Develop a long-range “arts, culture and innovation” policy and master plan

Develop an “arts, culture, and innovation” policy and master plan that aligns with the City’s economic and community development approach. Study the economic, environmental, and social impact of the arts, design, and cultural industry in the City. Clearly define the role in the planning, development, operation, and management of arts, cultural, and entertainment districts, facilities, and events.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Cultural Institutions, Professional Arts/Cultural/Design Organizations, Local Businesses, Local Artists

Strategy Type: Legislative, Policy, Planning, Operations, Education, Partnerships

OBJECTIVE A

Utilize the Arts, Culture, Design, Creative, and Innovation Industries for Economic and Community Development

STRATEGY 7

Encourage sustainable practices and community-wide leadership

Require art, cultural, and educational institutions and sports teams to establish recommended sustainability policies and practices as a condition for the receipt of public funds. Utilize art and culture to promote health, wellness, and social equity by emphasizing exercise and fitness.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Cultural Institutions, Medical Institutions

Strategy Type: Policy, Operations, Partnerships



“The sign of a great state or a great city is the strength of its cultural life.”
- J. Clayton Hering

Objective B: Increase Affordable and Equitable Access to a Diversity of Arts and Culture

St. Louis has a nationally acclaimed and innovative funding system in place through the Zoo Museum District. This special tax district allows the major cultural institutions of the St. Louis Zoo, Art Museum, Science Center, Missouri Botanical Garden, and Missouri History Museum to provide the general public with free access to parts of their facilities and/or exhibits. These cultural assets are, in general, accessible to people from across the City because of their central location near MetroLink stops and interstates. However, more transit connections need to be provided to facilitate and ensure equitable access. In addition, many of the City's neighborhoods have developed small arts and cultural community groups, often with a national reputation, like the City Museum. However, some neighborhoods lack the necessary supplies, facilities, and funds to provide residents with affordable arts and cultural programs. By providing free public access to all major arts and cultural institutions, and facilitating the accessibility and growth of neighborhood arts groups throughout the City, citizens of all racial, age, and socio-economic groups can have immediate and daily access to the arts expertise of others, and the opportunity to create art of their own.

STRATEGY 1

Provide affordable after-school, summer sports and arts camps

Offer free or low-cost programs that include diverse arts, cultural, and creative after-school and summer programs in more locations throughout the City. Form partnerships with local artist groups/venues, such as one recently developed with the Stray Dog Theater to deliver arts programs to children. Expand existing scholarship programs so that more youth can afford arts programs.

Cross Benefits:



Timeframe: *Short-term*

Potential Partners: *Community Arts Institutions, Schools, Community Organizations*

Strategy Type: *Education, Partnerships*

STRATEGY 2

Ensure existing arts and cultural events and venues are easily accessible

Provide public transit options with realistic travel times and affordable ticket prices to major arts and cultural events. Develop a special "Arts Pass" or "Event Pass" that residents and visitors can purchase for a reduced rate on the date of significant City-wide events to supplement existing special ticket price initiatives.

Cross Benefits:



Timeframe: *Short-term*

Potential Partners: *Public Transit, Arts Districts*

Strategy Type: *Policy, Operations, Partnerships*

OBJECTIVE B

Increase Affordable and Equitable Access to a Diversity of Arts and Culture

STRATEGY 3

Provide all residents with access to basic arts and cultural amenities, experiences, events, instruction, and resources

Commission a survey of the location of arts amenities throughout the City. In under-represented areas, identify the specific “barriers to cultural and arts participation” and develop an action plan for providing arts amenities or access to the arts in these underserved areas. Ensure access to art in public places, affordable studios and rehearsal spaces, teaching facilities, exhibition and performance venues, and lifelong education opportunities.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Arts Districts, Parks Department,

Strategy Type: Planning, Operations, Partnerships



STRATEGY 4

Support the expansion of the zoo museum district (ZMD) to additional venues

Include other cultural attractions within an expanded ZMD while maintaining the existing high standards and national significance of these institutions.

Cross Benefits:



Timeframe: Short-term

Potential Partners: ZMD

Strategy Type: Planning

“Only through art can we get outside of ourselves and know another’s view of the universe which is not the same as ours and see landscapes which would otherwise have remained unknown to us like the landscape of the moon.”
- Marcel Proust



OBJECTIVE B

Increase Affordable and Equitable Access to a Diversity of Arts and Culture



STRATEGY 5

Ensure all residents have access to information on arts and cultural events

Share arts and cultural information on public forums and promote events in publications, and web sources.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Culture & Arts Institutions



Talent, Tolerance and Technology are Florida's "three T's", "To attract creative people, generate innovation and stimulate economic growth, a place must have all three."

- Catalytix, Inc., a Richard Florida Creativity Group

Objective C: Develop Multi-Use, Transit Accessible Arts and Cultural Districts

The City of St. Louis has a wealth of established and developing arts, cultural, and entertainment districts where high densities of cultural enterprises, active venues, creative workers, and visitors create an exciting and vibrant atmosphere. The majority of these districts, such as Grand Center and Mid-Town, Cherokee Street, The Grove, Locust Business District, and Washington Avenue, continue to grow, as cultural venues and creative arts entrepreneurs relocate to these areas. In many cases, this growth has been successfully choreographed by the City, developers, business associations, and community improvement districts to emphasize public safety, rehabilitation of historic buildings, and selection of tenants that contribute to district character. Prioritizing developing arts and cultural areas for additional improvements and support, and encouraging creative districts to develop plans to ensure that they are environmentally sustainable, accessible, and affordable to a diverse set of artists and patrons, can nourish and bolster efforts.

STRATEGY 1

Ensure arts and cultural districts are multi-use, walkable, and well-served by transit

Encourage implementation of existing cultural district and neighborhood plans that ensure they remain active, accessible, walkable, and vibrant places to live, work, play, and be entertained, 24/7.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Neighborhood Associations, Business Associations, Cultural Districts

Strategy Type: Planning, Operations

STRATEGY 2

Facilitate development of arts, culture, and innovation TODs

Encourage artist housing, new arts and cultural venues, technology, and innovative industry hubs at future TOD sites. Consider using streetcars to connect special arts districts and streets, thereby expanding upon developing efforts, such as those on the Loop, to other cultural areas such as the CWE, Grand Center, Downtown, and where otherwise applicable.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Cultural Districts, Community Organizations

Strategy Type: Planning, Operations, Partnerships



OBJECTIVE C

Develop Multi-Use, Transit Accessible Arts and Cultural Districts

STRATEGY 3

Encourage synergies within arts and cultural development

Cluster arts and creative industry incubators, artist housing, studios, and venues in selected neighborhoods and districts. Encourage artist, cultural, and innovative industry groups to form clusters in multi-use districts, and to re-use or rehab historic and culturally significant structures.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Cultural Institutions, Non-profits, Business Associations

Strategy Type: Policy, Planning, Partnerships



STRATEGY 4

Ensure arts and cultural districts remain affordable and diverse

Encourage the construction and retention of affordable housing, artist studios, and small businesses. Ensure that local community development, business associations, and community improvement district bodies successfully coordinate the growth of arts and cultural districts in a way that facilitates the growth and retention of minority- and women-operated creative and innovative businesses.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Community Organizations, Business Associations

Strategy Type: Policy, Planning, Partnerships



OBJECTIVE C

Develop Multi-Use, Transit Accessible Arts and Cultural Districts

STRATEGY 5

Target developing arts and cultural districts for streetscape and public space improvements

Encourage the creation and implementation of streetscape and public space plans that promote walkability and a distinct identity for Cultural Arts districts throughout the City. Encourage complete streets design and include distinctive street lights and furniture.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Community Development Organizations, Local Business and Cultural Districts

Strategy Type: Planning, Partnerships



“Artists, whatever their medium, make selections from the abounding materials of life, and organize these selections into works that are under the control of the artist.... In relation to the inclusiveness and literally endless intricacy of life, art is arbitrary, symbolic and abstracted. That is its value and the source of its own kind of order and coherence.”

– Jane Jacobs

Objective D: Encourage Innovation through Smart Learning Hubs and Venture Capital

As digital technology transforms the nation's commerce, culture and community, the City of St. Louis continues to develop its emerging innovative industries in the CORTEX area, Downtown, the Locust Business District, Mid-town, the Central West End, and the Delmar Loop areas. While the reasons behind the location of innovative enterprises are complex, the City has many attributes that make it an ideal location in the region, including a great urban environment well served by mass transit, a strong creative class workforce, an outstanding collection of historic buildings well-suited to renovation for creative enterprises, a nationally and internationally significant collection of educational and research institutions and facilities with highly educated talent, and an emerging venture capital market and funding support for start-ups. The City has a great opportunity to facilitate and concentrate these creative and innovative industries into Smart Learning Hubs, well served by high-speed fiber-optic cable technology and transit. By building networks of confidence among public, private, community, and civic leaders, the City can develop a national and international support system for research and creativity, and the conditions for continuous learning and innovation.

*“Happiness lies in the joy of achievement
and the thrill of creative effort.”
- Franklin D. Roosevelt*

STRATEGY 1

Develop smart learning hubs as centers of research and innovation

Develop innovation districts that offer modern spaces and a concentration of intensive knowledge-based activities. Build or retrofit existing research, medical and biosciences centers with necessary technology and community infrastructure. Ensure that innovation districts have high quality urban amenities, are multi-use, walkable, attractive, and foster collaboration within a high quality workforce.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Cultural Institutions, Business Associations

Strategy Type: Planning, Partnerships

OBJECTIVE D

Encourage Innovation through Smart Learning Hubs and Venture Capital

STRATEGY 2

Improve access to smart technology in all innovation districts and corridors

Embed high speed broadband fiber optics, Wi-Fi, creative way-finding, and transit signage equipment into street infrastructure so that all buildings have affordable access. Coordinate with major street and infrastructure projects to realize synergistic savings.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Tech/Smart Infrastructure Companies, Cultural Districts

Strategy Type: Planning, Operations, Partnerships



STRATEGY 3

Facilitate venture capital and human capital support for smart learning hubs

Provide the necessary financial support to grow businesses, and the human capital of knowledgeable workers. Provide and expand opportunities for the workforce to receive necessary digital and research training.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Nonprofits, Education Institutions, Business Associations

Strategy Type: Operations, Education, Partnerships



OBJECTIVE D

Encourage Innovation through Smart Learning Hubs and Venture Capital



STRATEGY 4

Develop a systematic commitment to creating a culture of innovation

Develop regulations and economic incentives that attract innovative industries to the city, and encourage the growth of start-ups. Exhibit leadership to ensure innovation is a frequently discussed issue and a funding priority. Encourage all government and business entities to nurture a culture of innovation in the City.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Business Development Organizations, Cultural Institutions and Districts, Schools, Education Institutions

Strategy Type: Policy, Planning, Operations, Education, Partnerships

STRATEGY 5

Create a social and environmental innovation lab for sustainability

Establish a nationally significant social and environmental sustainability urban research center. Investigate and educate in the expanding fields of biomimicry and biophilia. Expand developments in these areas into architectural and industrial design that incorporates sustainable natural systems. Take advantage of the City's unique nationally and internationally significant research and educational institutions, and their commitment to sustainability.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Cultural and Education Institutions, Local Artist and Designers, Local Sustainability Organizations

Strategy Type: Education, Partnerships

Objective E: Encourage Public Art and Design that Builds Vibrancy and Identity

St. Louis has a strong public arts program that has significantly improved the appearance of infrastructure and public space in many places throughout the City. For instance, the Gateway Foundation has for years located public art throughout the City, and recently funded, developed, and now maintains the internationally acclaimed Citygarden. In 2010, the City passed an ordinance that sets aside 1% of all built projects that receive City funds into a Public Arts Trust Fund to be administered by the Regional Arts Commission. This ensures that public art and design of the highest quality has a place in public and private developments for years to come. The ordinance also requires that 50% of the funds generated by a project be used within the project, and 25% in the surrounding neighborhood at large. Similarly, the Metro Arts in Transit partnership funds high quality public art in and around the City's transit infrastructure. Encouraging additional, innovative, public art that enhances City spaces, develops a cohesive visual identity for the City, engages communities in expressing their historic, cultural and arts traditions, and beautifies neighborhood spaces can further add to the City's arts stature.

STRATEGY 1

Use distinctive public art, architecture, landscape, and streetscape to build City and neighborhood identity

Develop distinct public art along prominent streets and in public spaces in each of the City's neighborhoods. Take residents' preferences into account and use local artists where possible to build neighborhood pride as well as identity. In this manner the City's districts and neighborhoods can reinforce their uniqueness, image, and branding, and attract additional residents and visitors. Enforce anti-vandalism laws to protect public and private property and make it widely understood where public art is permitted.

Collect information about neighborhood art installations and feature them in a single location on the web, in order to publicize the diversity and richness of arts in the City to a wide audience.

Cross Benefits:



Timeframe: *Long-term*

Potential Partners: *Nonprofits, Neighborhood Associations, Community Development Organizations, Local Artists*

Strategy Type: *Policy, Planning, Education, Partnerships*

OBJECTIVE E

Encourage Public Art and Design that Builds Vibrancy and Identity

STRATEGY 2

Implement the 1% for public art program

Ensure that the 1% for public art ordinance (ordinance 68793) is implemented Citywide. Ensure that the selected public art is of the highest quality and creativity, involves the community, is appropriate for St. Louis, uses best practices of sustainable materials and construction, and can be maintained over the long-term.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Arts Institutions, Artists, Neighborhood Organizations

Strategy Type: Partnerships, Policy



STRATEGY 3

Expand arts and cultural events and outdoor programs

Enliven arts, cultural, and innovation districts with events and celebrations featuring additional street vendors, performers, and temporary installations. Highlight the community's existing cultural assets by increasing their presence on the street and in highly visible public forums.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Cultural Institutions, Local Artists, Neighborhood Organizations

Strategy Type: Operations, Education, Partnerships



OBJECTIVE E

Encourage Public Art and Design that Builds Vibrancy and Identity



STRATEGY 4

Use temporary public art projects and programs to revitalize underutilized City areas

Sponsor large scale public installations that fill empty lots and buildings with art, and encourage the revitalization of neighborhoods. Combine installations with community education, youth, and volunteer programs.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Land Trusts/Land Banks, Neighborhood Associations, Nonprofits, Cultural Institutions, Local Businesses

Strategy Type: Policy, Partnerships

STRATEGY 5

Develop a long-range public art and design plan

Establish priorities for public art and design projects, events, and locations for the next fifteen years. Include guidelines for achieving sustainability in the City's Public Art Program. Permit and encourage new and innovative forms of public art and design that reflect environmental values, such as recycled art, dumpster art, and public art with green components such as native plantings and agriculture. Empower organizations that seek to beautify the City through murals, and establish designated areas for graffiti and street art. Develop strategies to study and improve the functioning of existing public art pieces and poorly functioning public spaces. Collaborate with the Board of Public Service to develop and ensure proper quality and maintenance of public art and memorials.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Board of Public Service, Art Institutions, Neighborhood Associations

Strategy Type:

Legislative, Policy, Planning, Operations, Education, Partnerships



OBJECTIVE E

Encourage Public Art and Design that Builds Vibrancy and Identity

STRATEGY 6

Foster art and design that beautifies public transit

Provide opportunities to include distinctive art on Metro trains and buses that celebrate the City's cultural assets and diverse neighborhoods. Feature public art at all station sites to provide encouragement for ridership and surrounding development, and use art installations to beautify metro infrastructure and associated public spaces. Develop public art that activates and beautifies greenways and parks, especially at community entry points.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Public Transit, Local Artists, Nonprofits

Strategy Type: Operations, Partnerships

STRATEGY 7

Encourage collaborations that build places and destinations through art

Build a collaboration between the City's arts institutions to use public art to develop active and permanent places for communities to enjoy. Develop public-private partnerships, such as those used in Citygarden, to leverage investments in public art and placemaking.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Public Transit, Business/Arts/Culture Districts, Culture & Arts Institutions, Local Artists

Strategy Type: Planning, Education, Partnerships



Objective F: Promote and Develop Arts, Cultural and Innovation Facilities, Resources, and Events

The City is undergoing a proliferation of new artists, artist groups, and cultural organizations, but many throughout the City and region are unaware of these exciting new developments and how to access them. In addition, many aspiring artists and arts venues currently lack the facilities, capital, connections, or information about existing resources that they need to follow their aspirations. The City and its partners can promote events and provide resources to artists throughout the region in order to enhance the rich tapestry of artistic and creative industries that is developing in the City, and ensure that all have the information and means to access it.

STRATEGY 1

Revitalize existing, and develop new arts and cultural facilities

Enable arts and cultural facilities to expand and renovate in order to match their growing audience's needs. Expand arts and cultural community programs to reach a greater proportion of the City's population. Leverage arts and cultural assets to raise capital for improvements. Enhance programs that provide small business support, assistance with regulatory requirements, resources for finding locations, and coordination with City services.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Culture & Arts Institutions, K-12 Schools

Strategy Type: Planning, Education, Partnerships

STRATEGY 2

Encourage the expansion of arts and cultural events and showcases

Grow Earth Day Festival, 4th of July Festival, Festival of Nations, Blues Festivals, Pride Fest, and all special holiday celebrations that activate City spaces and celebrate diversity. Develop new festivals in public spaces that link to heritage and art. Allow an easy and timely permitting process for community, arts, and cultural groups seeking to hold events on city streets and public property. Reduce the environmental impact of events by providing recycling and composting bins, and protecting plantings and trees.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Special Events Office, Sports Teams, Neighborhood Associations, Cultural Institutions

Strategy Type: Operations, Partnerships



OBJECTIVE F

Promote and Develop Arts, Cultural and Innovation Facilities, Resources, and Events

STRATEGY 3

Create a City-wide “art and design week”

Expand the art and culture profile of the City of St. Louis with an Art and Design Week that coordinates with existing arts fairs to attract artists and innovators from art, design, architecture, fashion, and related fields. Showcase the range and diversity of arts, cultural, entertainment, and historic places and activities to a national audience. Encourage events and showcases that sell local art.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Professional Organizations, Culture & Arts Institutions, Business Associations

Strategy Type: Planning, Operations, Partnerships

STRATEGY 4

Develop a cohesive, City-wide national marketing strategy

Encourage press and public coverage of arts, culture and innovation news, exhibits, conferences, and publications. Increase the City’s marketing effort to promote arts, cultural, entertainment, and historic preservation amenities to residents and local, national and international audiences.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Cultural & Arts Institutions, Business Associations, Visitors Associations

Strategy Type: Planning, Operations



OBJECTIVE F

Promote and Develop Arts, Cultural and Innovation Facilities, Resources, and Events

STRATEGY 6

Expand existing online resources for information on arts and culture

Provide a centralized, multimedia arts and cultural calendar and map with a presence online and in social media. Increase the exposure of local artists and events. Expand the existing networks for finding performance, exhibition, studio, and live/work space.

Cross Benefits:



Timeframe: *Short-term*

Potential Partners: *Local Web/Tech Developers, Cultural Institutions*

Strategy Type: *Operations, Partnerships*



STRATEGY 7

Develop a “homesteading” live/work program

Provide artists and creative/innovative industry entrepreneurs with the hard and soft infrastructure to support their careers/businesses and to increase their engagement within the community. Provide access to affordable historic structures, raw space, and City-owned vacant properties for use as studio spaces. Provide incentives, such as waiver of permit and tax abatements, that encourage renovation and new construction. Provide low interest and forgivable loans to artists with high quality work or established business plans to begin new enterprises. Develop a system that forgives artist loans after an artist continues to stay and work in the City for a period of several years. Develop public and private artist relocation agencies for growing arts and innovative endeavors. Market the City’s accommodations for artists to a national audience.

Cross Benefits:



Timeframe: *Short-term*

Potential Partners: *Neighborhood Associations, Local Artists, Culture & Arts Institutions*

Strategy Type: *Policy, Planning, Operations, Partnerships*



OBJECTIVE F

Promote and Develop Arts, Cultural and Innovation Facilities, Resources and Events

STRATEGY 7

Assist artists, cultural groups, and venues, in the promotion of their work

Provide artists with free promotion events, such as a reception with local artists and galleries, free website listings, listing in the St. Louis visitor's guide, and features on local television. Develop revolving loan funds to support small/creative events and provide opportunities for local artists to exchange their art for other goods through an art barter program.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Cultural & Arts Institutions, Nonprofits

Strategy Type: Partnerships

“The arts are at the heart of our national life. It is through our music, our literature, our art, drama and dance that we tell the story of our past and we express our hopes for the future.”

– Michelle Obama



Objective G: Build Arts, Design and Cultural Leadership, Volunteerism, Stewardship, and Funding

Much of the activity that occurs in and around the arts in St. Louis is coordinated, staffed, and sponsored through creative arrangements. Many of the City's great cultural institutions are funded primarily through private donors and tax revenue from the Zoo Museum District (ZMD). These institutions and smaller organizations rely heavily on volunteer support and locally-developed leadership that would benefit by additional support. For instance, the Regional Arts Commission (RAC) has developed the Community Arts Training (CAT) Institute to train socially-conscious arts practitioners, the Arts Commandos program to provide community groups with arts volunteers, and multiple regional conferences for the arts. These programs help arts organizations throughout the City increase their coordination, and develop youth and young professionals into future leaders in the arts.

STRATEGY 1

Provide leadership training in community oriented arts

Support and enhance the capacity of the RAC and other cultural and educational institutions to provide capital, networking opportunities, and support to local artists. Provide skills and exposure to those who are interested in pursuing careers in the arts and cultural business and nonprofit management. Develop a skilled workforce of creative entrepreneurs through training and professional development courses.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Education Institutions, Schools, Nonprofits, Culture & Arts Institutions

Strategy Type: Education, Partnerships

STRATEGY 2

Foster collaboration between arts and cultural organizations to share knowledge and build capacity

Provide educational workshops and training, especially among emerging arts and cultural groups, creative enterprises, and artists. Expand programs that provide grants, operational support, and technical advice to a diverse group of aspiring arts and cultural organizations throughout the City.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Business Associations, Local Artists, Culture & Arts Institutions

Strategy Type: Education, Partnerships

OBJECTIVE G

Build Arts, Design and Cultural Leadership, Volunteerism, Stewardship, and Funding

STRATEGY 3

Harness community energy and interest in the arts through volunteer programs

Provide eager volunteers to arts projects throughout the City. Offer services to arts groups in need of additional assistance. Involve cultural and educational institutions to attract additional volunteers, and organizers. Create forums, groups, neighborhood meetings and events to bring artists and young professionals together to engage in the development of the arts.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Culture & Arts Institutions, Professional Associations, Volunteer Associations, Neighborhood Associations

Strategy Type: Education, Partnerships

STRATEGY 4

Involve artists and the “creative class” in the community

Arrange for artists to form partnerships with local schools, after-school programs, and youth development organizations. Utilize arts as an educational tool that teaches a cohesive lifestyle, including healthy eating, arts, physical activity, and life sciences.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Professional Associations, Schools, Higher Education Institutions, Culture & Arts Institutions

Strategy Type: Partnerships



OBJECTIVE G

Build Arts, Design and Cultural Leadership, Volunteerism, Stewardship, and Funding



STRATEGY 5

Support small/mid-sized community arts and cultural organizations and individual artists

Utilize private and foundation funding, a revolving fund, arts districts, public set asides for arts, and federal and private grants as a way of increasing funding for small and mid-sized arts and culture organizations. Encourage arts and cultural organizations that benefit from City financial support to create space for and access to facilities for small and medium sized art and cultural organizations.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Arts Districts, Neighborhood Associations, Nonprofits, Foundations

Strategy Type: Partnerships

STRATEGY 6

Develop partnerships to find new venues for artists and creative industries

Encourage artists to develop partnerships with businesses and public agencies for the purpose of commissioning works, establishing artist residencies, developing exhibits for public buildings, and assisting with public art maintenance. Develop partnerships between artists, creative industry leaders, low income housing developers, and urban agricultural organizations to beautify and create community in these developments. Assist artists in coordinating with municipalities and government organizations. Conduct an ongoing forum for developing ideas for community art, and allowing active artists to discuss and find additional resources for their work.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Community Development Associations, Foundations, Nonprofits

Strategy Type: Partnerships

This Page Intentionally Left Blank

