

Strategic Plan for the **Bloomington Entertainment and Arts District**



Executive Summary

BEAD's Mission

The Bloomington Entertainment and Arts District seeks to bring the business and creative sectors together to advance commerce and culture, build community and spur economic development.

BEAD Defined

BEAD is a geographically defined, mixed-use cultural district capitalizing on local and regional assets that are specific to the cultural, economic and social issues of Bloomington. BEAD emphasizes the high concentration of creative assets and related activities to strengthen and enhance the overall economic environment of the community.

When fully implemented, BEAD will have a distinct identity and a package of economic and programming initiatives to benefit its major stakeholder groups and users: the community, visitors, the creative, cultural and entertainment sectors and small business.

The BEAD Strategic Plan

The BEAD plan defines the District's scope, strategies for its development, and the role of the City of Bloomington and other partners in supporting its implementation.

BEAD's Core Values

Create a place that safeguards, enhances and celebrates what is special about Bloomington - **Keep Bloomington Bloomington!**

Create a place that encourages engagement by community, visitors, small business and the creative, cultural and entertainment sectors - **Get People Here.**

Create a place that provides creative and economic growth opportunities for the creative, cultural and small business sectors and offers intrinsic value to community stakeholders - **Keep People Here.**

BEAD's Key Action Areas

Keep Bloomington Bloomington!

- Identify and support key place-making initiatives for the District
- Facilitate development of key District structures and character areas
- Facilitate placement and appreciation of public art
- Strengthen the connection with Bloomington's limestone heritage
- Strengthen capacity of the District's current small business and creative and cultural sectors
- Build synergy among District partners
- Support efforts to build street energy through events, programming and place-making
- Implement a District advisory structure that assists in communication, collaboration and implementation of strategic plan

Get People Here

- Ensure a strong District brand and recognition in the community, region and nation
- Assist District partners in effectively communicating and marketing their events, attractions and services
- Facilitate arts and technology initiatives in the District
- Ensure access to a variety of small business education, grant and loan programs for potential District partners
- Encourage new District development projects
- Support audience development and accessibility initiatives
- Support art space planning and development in the District
- Facilitate opportunities for those in the creative sector to live in the District
- Establish a statewide Cultural District program

Keep People Here

- Ensure access to a variety of small business education, grant and loan programs for current District partners
- Support the creative and cultural sector's efforts towards artistic, professional and economic growth
- Energize community stakeholder support for the District

(over)

BEAD Strategic Priorities for Year One

First Quarter 2008

- Facilitate placement and appreciation of public art
- Implement a District advisory structure that assists in communication, collaboration and implementation of strategic plan
- Support art space planning and development in the District

Second Quarter

- Assist District partners in effectively communicating and marketing their events, attractions and services
- Ensure a strong District brand and recognition in the community

Third Quarter

- Identify and support key place-making initiatives for the District
- Establish a statewide Cultural District program

Fourth Quarter

- Facilitate opportunities for those in the creative sector to live in the District
- Facilitate development of key District structures and character areas
- Encourage new District development projects