



City of Bloomington Arts Commission

History

Established in 1983 with nine members as Bloomington Community Arts Commission.

Mission was to “provide a means for the City of Bloomington to stimulate and encourage community appreciation for and participation in the arts.”

What We're About

Premise: The arts are an important part of the culture and economy of our community.

Purpose: To foster an environment conducive to arts participation.

Vision: A thriving community where the arts are central to the quality of life.

Mission: To stimulate and encourage arts and cultural activities in Bloomington.

The Arts Commission serves as the City's arts liaison between the public and city government.



The Arts Commission seeks to:

Cultivate a community in which residents appreciate the value of personal and collective artistic activity;

Encourage collaboration and diversification of artistic activities, and include participants from across the community;

Enhance and support a high level of artistry;

Support the economic vitality and interests of local artists and arts organizations.



Key areas of activity:

Percentage for the Arts program

Arts Project Grant Program

Public Art Master Plan

Arts Advocacy, Mentoring and Capacity-Building Programs

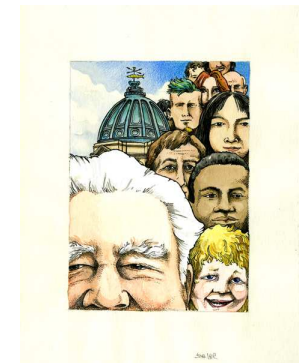


Installation of *Bloomington Banquet*

Notable Projects: 1983 - 2006

Monroe County Postcard Series

A biennial series of postcards featuring the work of local artists.



Joe Lee

Percentage for the Arts Ordinance

Establishment of ordinance designating 1% of eligible City capital project funds to be used for public art.

First ordinance of its type in Indiana.



Dale Enochs

Notable Projects: 1983 - 2006

Arts Project Grant Program

Annual grant program to fund arts projects by arts and non-arts agencies.



Lotus



Boys and Girls Clubs



Bloomington Chamber Singers

Transition: 2006 - 2010

Establishment of the Bloomington Entertainment and Arts District (BEAD) and a new emphasis on arts and economic development.



Addition of City arts staff member and ongoing engagement by graduate students in Indiana University's Masters of Arts in Arts Administration program.

Disbanding of the Bloomington Area Arts Council (local arts agency) and transfer of John Waldron Arts Center (community arts center) to Ivy Tech Community College.



Focus on Expansion: 2010 - 2015

The Arts Commission adopted a **strategic plan** in 2010 with three areas of focus:

Planning - Support community-wide planning on public engagement and investment in the arts.

Programming - Provide programs and services that support participation and investment in the arts and sustainable growth for the arts.

Advocacy - Advocate for arts participation and investment in the arts by the community, educational institutions, and the public and private sectors.



Strategic Plan Initiatives

Arts Project Grant Program Expansion - Realigned grant program to align with goals and outcomes of strategic plan. Doubled funding for grant program.

Name and duties - Changed name in 2011 to Bloomington Arts Commission. Expanded membership to 11 (6 Mayoral appointments, 5 City Council appointments).



B-Town Jazz

Strategic Plan Initiatives

Developed Public Art Master Plan - Released in early 2015.

CITY OF BLOOMINGTON ARTS COMMISSION
PUBLIC ART MASTER PLAN



JANUARY 2015

About the Public Art Master Plan

Articulates principles and guidelines for public art activities.

Puts forth a blueprint for the ideal public art environment –objectives and aspirations - for the City of Bloomington.

Recognizes that the arts exist within a physical, artistic, sociological, governmental and economic construct that is constantly shifting.

Identifies Civic Values for the Arts - Key factors necessary to art to thrive.



What We Believe: Civic Values for the Arts

Artistic Quality & Diversity – All are welcome and encouraged to create.

Community Engagement & Empowerment - Art supports personal well-being.

Recognized Value - Creative endeavors have civic, cultural and economic worth.

Adequate Resources & Space - Public & private sector responsibility.

Robust Networking & Communication – Effective information networks.



Objectives & Aspirations for Public Art

Stronger Impact on City Image & Pride

Higher Levels of Community Engagement

Wider Geographic Impact

Better Access to & Utilization of Private & Public Funding Sources

Smarter Collaboration

Educational Buy-In

Continuity & Involvement Across Government Entities



Sam Bartlett Mural

Current Priorities for Public Art

Creation - Provide a variety of resources for public art development.

Location - Work to incorporate public art throughout the community.

Resources - Utilize funding sources effectively. More private-sector participation.

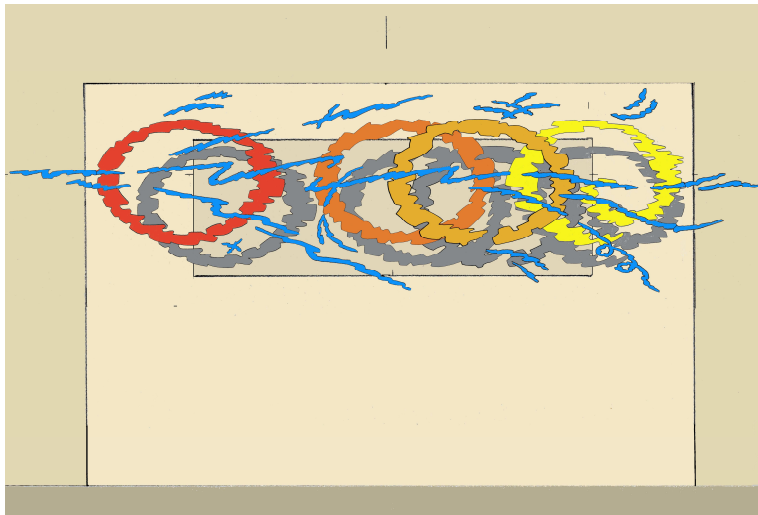
Policy & Processes - Integrate public art in other community planning.

Outreach - Document and report annual arts activity.



Harmony School solar panel sculpture

Recent Public Art Projects



Breakaway, Dale Enochs, Downtown Transit Center, 2014



(C)olumn, Jiangmai Wu and Jon Racek, 2nd and Walnut Streets, 2015

Looking to the Future: 2015 and Beyond

Other new initiatives:

Capacity-building training - Sponsoring workshops for artists and arts organizations in financial management, copyright, contracts, and social media marketing led by professionals from across the country.

Education – Working directly with schools to encourage more in-school artistic experiences.

Advising, Mentorship and Support Services – Lending time and talents to organizations and individual artists in areas such as strategic planning, fundraising, art production and financial management.

Creative Business Engagement – Working directly with the business community in order to help them connect to and with the arts in a way that benefits their employees, customers and operations.

By the Numbers: Impact

The Bloomington Arts Commission supports the work of more than **632 artists** annually.

Annually, more than **15,700** Bloomington audience members attend Bloomington Arts Commission grant-supported arts projects.

More than **20 first-time arts and cultural projects** have received seed funding through grant funds over the past five years, such as **B-Town Jazz Fest, Spoken Word at the 4th Street Festival, Middle Coast Film Festival** and **Bloomington Open Studios Tour**.

Bloomington Arts Commission's **\$20,000 in annual grant funding** leverages an average of an additional **\$148,174** in investment from the private sector – **a return of more than 7 to 1**.



Learn more about the Commission

Visit our webpage - www.bloomington.in.gov/bac

Like us on Facebook – www.facebook.com/BloomingtonArtsCommission

Subscribe to our quarterly e-newsletter – www.bloomington.in.gov/bac



How can you help the work of the Commission?

Bring us your arts and cultural ideas, needs, and interests. Citizen-driven input and involvement is at the core of who we are and what we do.

Visit our meetings. Second Wednesday of the month, McCloskey Room of City Hall, 5:00 p.m. Our meetings are open to the public.

Advocate for more funding for the arts locally, statewide and nationally. We can share with you quick and easy ways.

Support arts and cultural organizations and events. Your participation and investment in our arts community ensures that cultural assets remain strong.

Spread the word. Share what a great time you had at the gallery opening, performance or concert. Word of mouth is still the strongest (and least expensive) marketing tool arts providers have.

Invite us to speak to your civic or professional group. We're entertaining and informative!



QUESTIONS?