



**BLOOMINGTON
ENTERTAINMENT
& ARTS DISTRICT**

2019-2021 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, spur sustainable economic development and to foster excellent quality of place.

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 activities to strengthen and enhance the overall economic environment of the community.

The BEAD Strategic Plan

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

BEAD's Key Action Areas

GOAL NO. 1

Promote and support district-wide cultural planning and identity efforts. The BEAD is committed to planning and implementing diverse policies and programs that enhance and promote an equitable, culture-enriched community.

	ACTION	LEAD PARTNER	TIME FRAME	COST
1.1	Identify and support key place-based initiatives for the District, and other existing clusters of cultural spaces and surrounding neighborhoods.			
1.2	Support efforts to build street energy through events, festivals, programming and place-based opportunities.			

1.3	Facilitate placement and appreciation of both temporary and long-term public art projects/programming within the cultural district.			
1.4	Consider opportunities for projects/programs that engages sight, sound, and overall atmosphere of the built environment throughout the planning, construction, and renovation of downtown development.			
1.5	Consider how people interact, move, and visit the cultural district. Work closely with Planning and Transportation, Bloomington Transit, and Visit Bloomington to collect data on movement and interaction within the BEAD.			
1.6	Work closely with the Bloomington Arts Commission and their Public Art Master Plan to ensure that funding is advocated and distributed equitably.			

OUTCOME: The outcome of Goal No.1 is that the physical location of the BEAD is a practical/function, yet builds and maintains a creative aesthetic and environment for Bloomington artists, residents, businesses, and arts organizations.

GOAL NO. 2 <i>Amplify and support the development of sustainable services, processes, and collaborations that increase community engagement and promote growth in and around the BEAD.</i>				
	ACTION	LEAD PARTNER	TIME FRAME	COST
2.1	Implement new Brand Identity beginning in 2019 to ensure a strong District brand and recognition in the community, region, and nation			
2.2	Amplify strong recognition of arts and cultural activities through the promotion of these projects/activities within the cultural district to local, regional, and national media outlets.			

2.3	Assist partners in their communication strategies of events, attractions, and services within the BEAD through social media outreach.			
2.4	Strengthen the collaboration efforts between current businesses that reside in the BEAD and arts and culture projects/programming in the cultural district.			
2.5	Consider partnerships between arts and cultural activities between the BEAD, Trades District, Monroe County Convention Center, Switchyard Park, and other naturally occurring cultural districts/nodes/clusters.			
2.6	Coordination between regional assets (Nashville, Columbus, Indianapolis) to encourage collaboration and exchange.			
2.7	Host Quarterly BEAD meetings, open to the public to assist with communication, collaboration, and implementation efforts of the 2019-2021 Strategic Plan.			
2.8	Partner with the Bloomington Arts Commission and Bloomington Urban Enterprise Zone to ensure equitable access to a variety of grants, including district activations, community engagement projects, programming efforts, and place-based opportunities.			
2.9	Assure equity, inclusion, and accessibility to arts and cultural programming.			
2.10	Work closely with City departments to create affordable housing, artist-supported housing, and workforce housing within the BEAD.			

OUTCOME: The outcomes of Goal No.2 is to increase resident participation in BEAD initiatives and programs. By 2021, BEAD should see more resident participation in RFQ's, place-based art programs and activation of spaces in Bloomington. By 2021, The BEAD will also have eliminated any barriers within their grants, programming efforts, and initiatives. The BEAD will help research opportunities for affordable housing and workspace for low-income residents and art makers.

GOAL NO. 3

Coordinate research and advocacy initiatives about the BEAD to provide data and analysis to arts and culture organizations, partners, patrons, constituents, and supporters.

	ACTION	LEAD PARTNER	TIME FRAME	COST
3.1	Create an annual report that is presented at the annual Bloomington Arts and Culture Summit.			
3.2	Oversee an Arts Space Assessment and Housing Study that is reevaluated every five years.			
3.3	Update the Arts and Economic Impact Study.			
3.4	Complete a Salary Study of nonprofits and arts and cultural organizations.			
3.5	Launch Arts Capital Investment Program for artists, creative businesses and nonprofits - CDFI Friendly City.			
3.6	Research the feasibility of designing a creative artistic residency program based within the BEAD. Look into potential of a residency exchange program between various state designated cultural districts.			
3.7	Empower community-driven advocacy for arts and culture through the availability of research and reporting that helps constituents understand public processes.			
3.8	Research and disseminate best practices in regards to anti-displacement strategies for the cultural district and other naturally occurring clusters/nodes/etc.			

OUTCOME: The outcomes for Goal No.3 is to collect and analyze relevant factors involving the Bloomington community as a whole, develop ways to advocate for programs, and projects rooted in the Bloomington community's voice. All of the research studies outlined above will be conducted, reviewed, and implemented according to the present needs of the Bloomington. The Bloomington community will be encouraged to participate in advocacy-based initiatives, in addition to the community advocating on their own behalf. This can be in the form of public forums, discussion panels, space activation/community engagement events.