



Visioneering Wichita Arts and Culture Strategic Alliance Summary of Accomplishments to Date September 2007

With two Alliance meetings and four Leadership Team meetings under its belt, this Alliance is brand new. Even so, many ideas have emerged that show the potential for progress through intentional collaboration within the regional arts community.

Nearly 200 people attended a launch meeting, participating in web-style brainstorming of the arts disciplines and opportunities already in the area. About 75 people – including many who had not come to the first gathering – came to a follow-up meeting that affirmed the need for an Alliance and created a target list of activities that would have maximum impact with minimal effort:

- Database that lists artists, disciplines, contact info
- A publication with a website
 - Give it to a high school or college student as a project
- Events: Experiment at Tallgrass Film Festival, Oct. 20, Old Town
 - Street musicians needed!
- Expansion & greater promotion of Final Friday
 - Expand it to include all disciplines
 - Allow artists to easily set up booths on the street or perform on the street
- Increase communication
 - Website
 - Artist registry
 - Source of information
 - Events
 - Education and awareness of current events
- Publication / marketing and communication (all inclusive art)
 - Accessible to all artists

Identified next steps include identifying work groups to move these and other initiatives forward. Proposed work groups are media & communication, events, cross-disciplinary arts and fund development. Next steps also include continuing to reach out so that arts practitioners, arts organizations and arts lovers from around the region are included in this work.

The Leadership Team is committed to meeting the first Wednesday of each month at the Center for Community Support and Research, 358 N. Main. The Alliance will meet regularly and, as much as possible, in arts-friendly locations.

Strategic Alliance Strategies

- Tourism and Visitors
 - Increase tourism and convention activity to a) create direct value-added jobs, b) provide expanded activities for our residents and c) sell the Wichita MSA as a place to live, learn, work and play.
 - Provide more aggressive marketing of existing attractions both internally and externally.
- Infrastructure
 - Make downtown a vibrant community and a destination point for our residents, visitors and businesses. Develop downtown to attract and retain singles and young educated people, giving them the desire to reside in the Wichita MSA. Provide more restaurants, attractions and other people amenities.
- Education
 - Enhance and support fine arts/music education in schools, recognizing their contribution to academic achievement.
 - Encourage public school systems to cultivate, embrace and support programs and events that are inviting to minority children.
- Arts
 - Implement a comprehensive master plan for the arts.
 - Continually develop downtown art amenities, districts, facilities and infrastructure.
- Sense of Community
 - Develop community pride and unity within all segments of the Wichita MSA.
 - Develop a sense of community among young adults through groups and networks. Social settings are needed where young people can mingle.

Strategic Alliance Benchmark

Under development.

Economic Development Foundation Vision Supported

Before 2024, the Wichita MSA will be a leading community for retaining and expanding current businesses and creating and recruiting new businesses.

Education Foundation Vision Supported

Before 2024 the Wichita MSA will have a globally competitive educational system that encourages and supports life-long learning and contributes to the social, cultural and economic vitality of our diverse community.

Quality of Life Foundation Vision Supported

Before 2024 the Wichita MSA will be a healthy, safe community that has a vibrant recreation, entertainment and arts focus that embraces diversity and builds pride.

Key Benchmarks Targeted

Arts/Recreation: The Wichita MSA will be in the upper one-fourth of Places Rated Almanac's Arts and Recreation score by 2014.

Job Growth: By 2008, exceed the highest of the annual percentage job growth rate of the U.S., Omaha, Tulsa, Kansas City and Oklahoma City.

Downtown Development: Invest \$144 million annually in total private and public funds.

It is evident, even from our first meeting, that there is a pent up demand to share the richness and depth of our arts community on a broader scale. Arts are being recognized as not only a key player in the quality of life of our community but also as an important component in the retention, recruitment and expansion of human talent for our area businesses. We need to progress quickly and I look forward to the change.

Charles Steiner

Director, Wichita Art Museum and Art and Culture Alliance Leadership Team

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