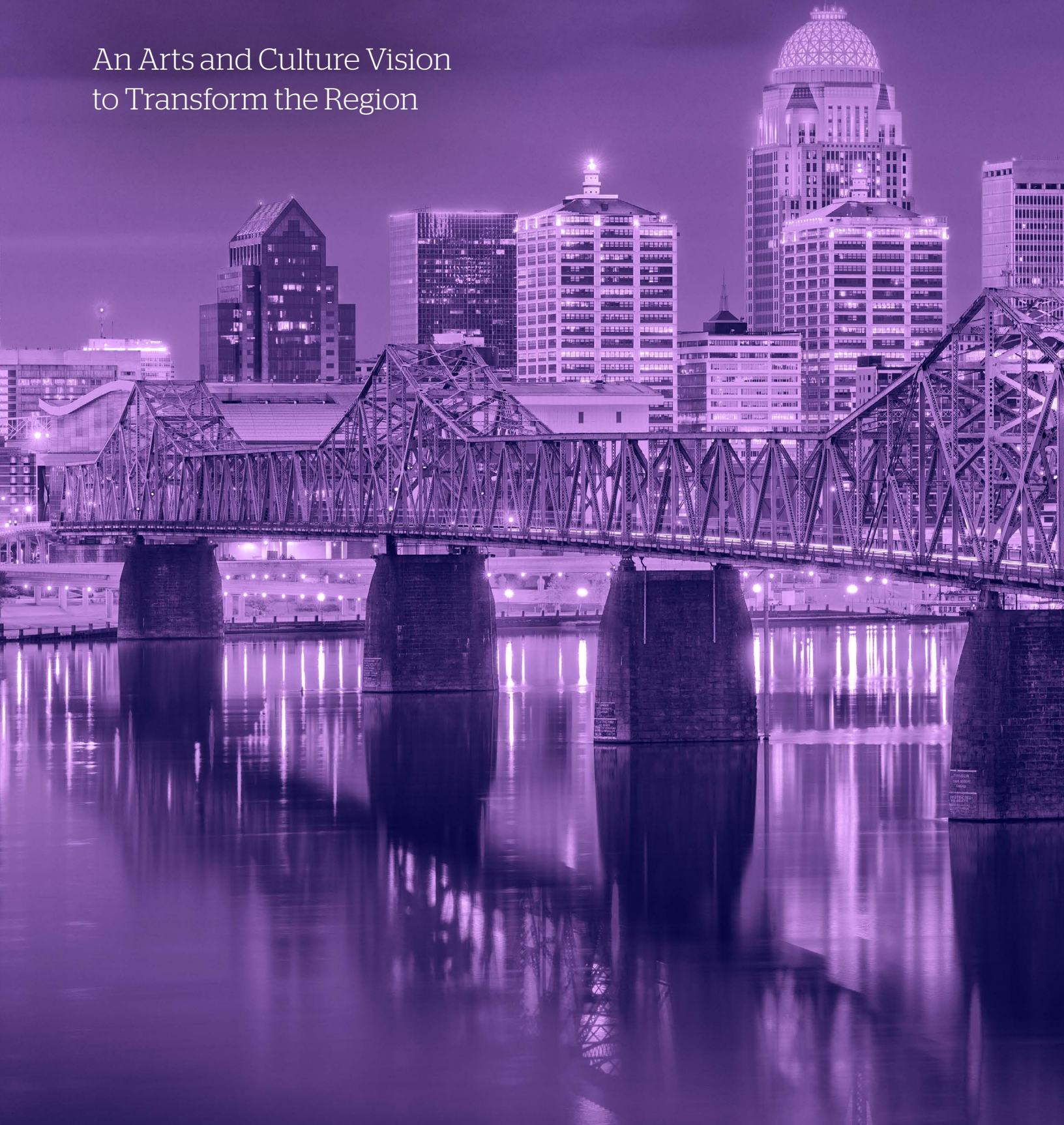




IMAGINE

GREATER LOUISVILLE 2025

An Arts and Culture Vision
to Transform the Region



In March 2017, the arts and culture community rolled out an exciting shared vision, Imagine Greater Louisville 2020. That plan was created to answer one question –

how can arts and culture best serve this community?

Three years later, we never could have imagined the challenges 2020 would bring. The COVID-19 pandemic caused the venue closures, halted ticket sales and events, forcing furloughs and layoffs of more than 500 jobs. On average organization revenues are 40% smaller than 2019. Despite the challenges, arts and culture organizations continued to serve this community. Organizations and artists said, “this community needs us more than ever” and they pivoted with pop-up concerts at hospitals and senior care facilities, delivered NTI alongside teachers, delivered art kits to children at home and created new innovations in digital technology.

In March of 2020, the killing of Breonna Taylor sparked a new racial justice movement in our community. Artists and organizations elevated Black voices and untold stories, created new content to advance equity and understanding, and are working to dismantle systemic racism in their organizations.

The Imagine 2025 Cultural Plan is built upon the foundation of Imagine 2020 but with an added challenge to build Louisville back stronger than before. The arts and culture community have a powerful role in helping this community rebound economically but as important, socially and collectively as well.

Greater Louisville Arts, Culture and Creative Economy by the Numbers pre-COVID



\$462.5 million

IN ECONOMIC ACTIVITY WAS
GENERATED BY THE ARTS
AND CULTURAL SECTOR IN
GREATER LOUISVILLE IN 2016



6,000,000

ESTIMATED
ATTENDANCE AT ARTS
AND CULTURAL
VENUES PRE-COVID



1,800+

JOB SUPPORTED BY
THE ARTS AND CULTURE
SECTOR PRE-COVID



IMAGINE GREATER LOUISVILLE 2025

Arts and culture have the power to transform the region, to help advance a more competitive, economically stronger, more educated, creative and compassionate Greater Louisville. Imagine Greater Louisville 2025 provides a shared vision for the role arts, culture and creativity can play in this stronger future. Over the course of six months, this community-based plan was created under the leadership of a cross-sector, 15-person steering committee, led by nationally renowned Michael Kaiser. Nearly 500 people, through interviews and surveys, brought their voice to its creation. Their voices are reflected throughout this plan which includes:



**5 Priorities and
Vision Statements**



17 Strategies



**52 Recommended
Actions**

Priorities

Access

Arts, culture and creativity are fully integrated into daily life and accessible to everyone in every neighborhood, every day. More art for more people in more places.

Cultivation

Greater Louisville is a magnet for artists and creative professionals, where arts and culture organizations and creative industries, both institutional and emerging, are thriving.

Education

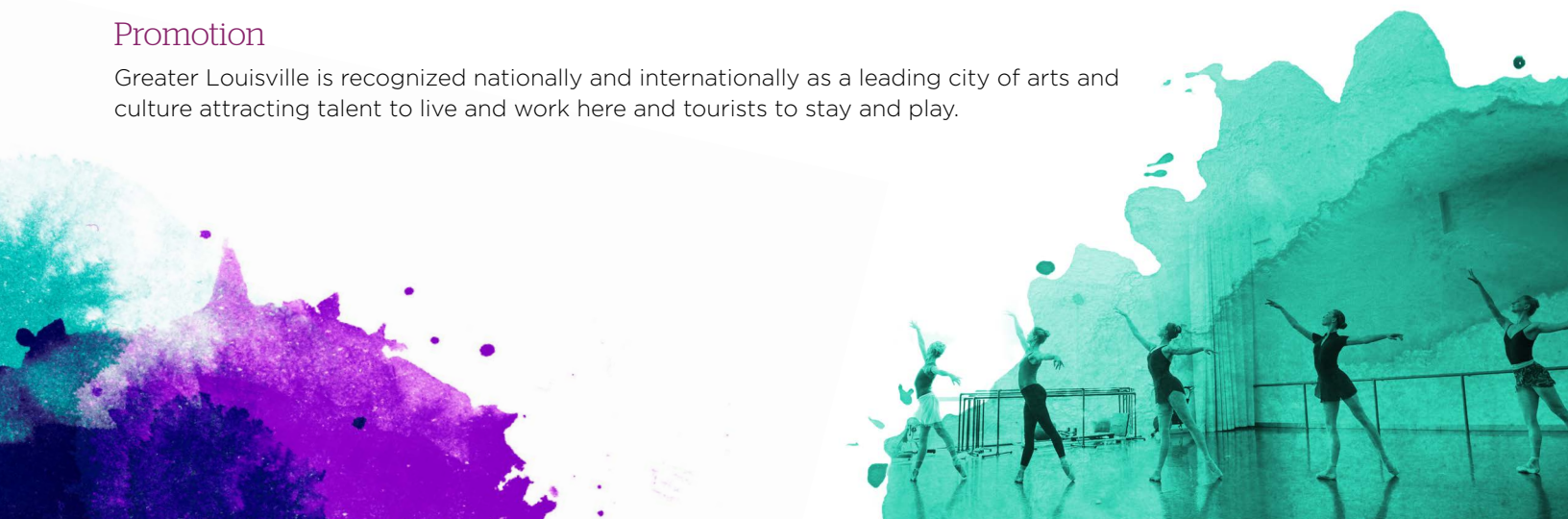
Every child in our community has the opportunity to experience and participate in arts and culture through experiences in their schools, out-of-school programs and with their families.

Equity, Diversity and Inclusion

Cultural equity is leading the way to a more equitable, diverse and inclusive community improving the social equity and cultural vitality of the region.

Promotion

Greater Louisville is recognized nationally and internationally as a leading city of arts and culture attracting talent to live and work here and tourists to stay and play.



About the Plan

This document is the beginning of the process of healing, rebuilding and ongoing transformation. But it is only words on a page. To fully realize the collective vision laid out here, many organizations, individuals and partners will need to play a role. Imagine Greater Louisville 2025 will be led by a Steering Committee of arts and culture and crosssector individuals. This committee will have help to activate the plan and report annually to the community. The Arts & Culture Alliance will serve as a primary liaison to engage arts and culture organizations in all aspects of the plan implementation and the Fund for the Arts will provide administrative support to the Steering Committee.

The responsibility for the implementation of the plan is a shared responsibility. It is expected that arts and culture organizations, artists and creative professionals will see their role in the collective action of the plan. No one organization or individual can fulfill the vision for the region on their own. Nor can the vision be fulfilled without the leadership and alignment of many.

There is not doubt arts and culture have a unique and powerful role in rebuilding and healing Greater Louisville, ecOnomically and socially. The recovery and rebuilding of the arts and culture sector will take resilience and innovation, but it will also take philanthropic support and public investment from local and state government.

Imagine Greater Louisville 2025 is a call to action to all of us, across our community's sectors, (public, corporate, philanthropic, education, and cultural) to leverage our creative resources to realize the full potential of our equitable, prosperous future together.

Our hope for this report is three-fold. First, by connecting the dots between the arts and culture sector and the community's priorities, this will spark greater collaboration and engagement of arts and culture as a meaningful partner in community solutions, especially as we rebuild from the impacts of the COVID-19 pandemic. Second, we encourage artists and organizations to ask themselves how they can best support the shared vision for a stronger community and advancement of racial justice. And lastly, we hope to inspire greater investment in the creativity and diversity of the arts and culture sector to realize our common aspirational vision.

Visit fundforthearts.org/imaginegreaterlouisville to learn more and to get involved.

Acknowledgements

Thank you to the Advisory Committee that brought this plan to life.

Kat Abner
Fund for the Arts

Shannon Wooley Allison
Looking for Liliith and Arts & Culture Alliance Board

Kim Baker
Kentucky Performing Arts and Arts & Culture Alliance Board

Regina Blake
Owsley Brown II Charitable Foundation

Dave Christopher
Amped

Jomaris DeJesus
Teatro Tercera Llamada

Gwendolyn Kelly
Local Artist

Sarah Lindgren
Louisville Metro and Arts & Culture Alliance Board

James Lindsay
Musician and Elevator Artist Resource Board

Gladys Lopez
Norton Healthcare and Fund for the Arts Board

Todd Lowe
Parthenon LLC and Fund for the Arts Board

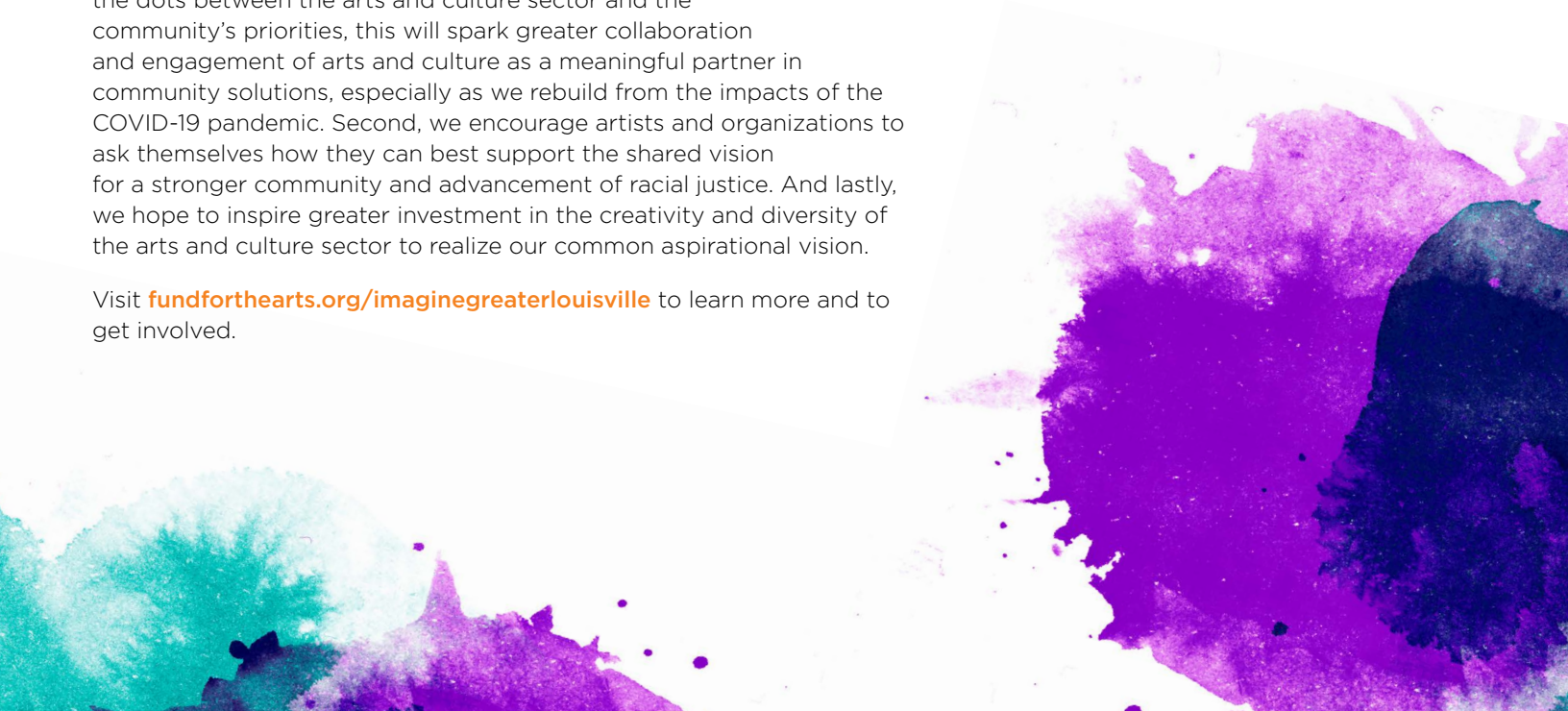
Alonzo Ramont
Redline Performing Arts and Creatives of Color Collective

Kirk Randolph
Indiana University Southeast Ogle Center and Arts & Culture Alliance Board

Scott Schaftlein
EY and Fund for the Arts Board

Nicole Twigg
Louisville Tourism and Arts & Culture Alliance Board

Matt Wallace
Kentucky Shakespeare and Arts & Culture Alliance Board





Building upon Success

TRAVEL+
LEISURE

“America’s 20 Most Cultured Cities”

TIME

“Top Music Scene in America”



Top 14 Places to Visit in 2016

COMPLEX

10 Cities that Creatives Should Move To



Top Destinations on the Rise

