



IMAGINE

GREATER LOUISVILLE 2025

An Arts and Culture Vision to Transform the Region



5 Priorities and Vision



17 Strategies



52 Recommended Actions

Access

Strategy 1

Ensure arts and culture programming is available in every neighborhood.

ACTION 1 Connect artists and organizations to targeted neighborhoods through libraries, parks and community centers, targeting under-served communities as a priority.

ACTION 2 Identify new funding to support neighborhood-based arts programming.

Strategy 2

Make access to information about arts and culture experiences, programs and events available to everyone.

ACTION 1 Identify the one site for all artists and organizations to promote their events and programs, with the ability to filter by neighborhood, encourage other community partners to utilize this one site and promote broadly through media partners and local newspapers to diverse audiences and languages.

Strategy 3

Build a dynamic public art program with investments downtown and in neighborhoods.

ACTION 1 Advocate for public funding and establish local policies to incorporate arts and culture into city planning and development projects.

ACTION 2 Connect with Louisville Tourism's strategic destination plan for neighborhood public art investments

ACTION 3 Explore combining the Imagine Mural Festival with a Black Arts Festival.

Strategy 4

Continue the regional approach to the Cultural Pass and create a model to incorporate performing arts to expand the opportunities for families year-round.

Cultivation

Strategy 1

Support and cultivate strong arts and culture organizations to insure a vibrant, sustainable and equitable ecosystem.

ACTION 1 Create a bridge for organizations to sustain through the covid-19 pandemic and re-emerge with relevance and strength.

ACTION 2 Invest in the growth and stability of organizations of all sizes through general operating support.

ACTION 3 Invest in capacity building for boards and staffs to lead best-in-class organizations.

ACTION 4 Explore shared services, shared rehearsal and performance spaces.

ACTION 5 Create/nurture an arts incubator with shared resources and emphasis on BIPOC artists and organizations.

Strategy 2

Support local artists through resources, programs and networks.

ACTION 1 Support artists with professional development, consulting and resources.

ACTION 2 Promote local artist directory/s to help promote and provide exposure for artists of all kinds.

ACTION 3 Advocate for changes to Live/Work Space policy currently in place, pursue funding and promote to artist community.

Strategy 3

Address space challenges for rehearsal, performance, studio and office space.

ACTION 1 Conduct a space inventory, and share results broadly.

ACTION 2 Identify new space opportunities with large organizations, local developers and city.

Strategy 4

Advocate for public funding for the arts and arts-friendly policies locally and statewide.

ACTION 1 Build a strong advocacy plan and relationships with Metro Council and city officials to promote arts funding and arts-friendly policies.

ACTION 2 Designate a Louisville's local arts agency to represent Louisville as part of the Americans for the Arts largest city peer network and to serve as one of the primary liaisons to the National Endowment for the Arts.

ACTION 3 Mayor to create an Arts Commission to help advise the city on arts-friendly policies.

ACTION 4 Advocate for a return to previous arts funding levels to promote the strength and stability of the arts and culture sector to help achieve the vision and goals of the Imagine 2025 plan.

ACTION 5 Pursue new public funding models including per capita funding, cultural tax models and a percent-for-art funding model.

Education

Strategy 1

Expand out-of-school programming to reach every child, with a priority on children in the most under-resourced neighborhoods.

ACTION 1 Develop a shared home for youth arts organizations in under-resourced neighborhood/s to expand the number of children participating.

ACTION 2 Develop neighborhood-based opportunities for after-school arts programs.

Strategy 2

Expand arts and culture integration in classrooms and arts education across the school system.

ACTION 1 Advocate for certified arts teachers in every school.

ACTION 2 Advocate for arts education in every school with regional school districts and Kentucky Department of Education.

ACTION 3 Increase funding for curriculum-based arts and culture residencies, workshops and field trips so that children at every school and every age have the opportunities to experience the arts in their classroom, and in museums, theatres and cultural sites.

Equity, Diversity, and Inclusion

Strategy 1

Make Louisville a Leader in strengthening African American Organizations

ACTION 1 Institute an Annual Black Arts Festival leveraging the legacy of Muhammad Ali, promoting and supporting local black talent and attracting national audiences, led by the vision and voice of local black artist/s.

ACTION 2 Develop spaces in Louisville's west end for black artists to perform, collaborate and to grow their audiences and organizations.

Strategy 2

Develop/support Arts Incubator/s for Emerging Organizations and Artists of Color

Action 1 Provide grants to support growth and development of organizations and artists of color..

Action 2 Pursue capacity building, consulting, subsidized shared back office services.

Action 3 Offer low cost, subsidized office and rehearsal space.

Action 4 Stimulate collaboration and joint ventures.

Action 5 Coordinate with organizations that work with racial, ethnic and immigrant artists.

Strategy 3

Arts and culture organizations are committed to dismantling systemic racism and are committed to advancing policies and practices of Equity Diversity and Inclusivity, contributing to a more equitable community overall.

ACTION 1 Utilizing the Racial Equity Toolkit, organizations are continuously evaluating and insuring their work and programs are advancing racial equity.

ACTION 2 Organizations have a board-approved cultural equity plan with metrics that are reported to their board, audiences, community and funders each year.

ACTION 3 Boards and staff are participating in regular, at least, annual DEI training to insure alignment and advancement of their plan.

ACTION 4 Fund for the Arts and Louisville Metro will require training and progressive metrics for funding, and will encourage other funders to do so as well.

ACTION 5 Ensure boards and staff reflect the diversity of the community in which the organizations serve.

ACTION 6 Build a pipeline of diverse, qualified and interested prospective board members and executives to support the quick diversification of arts and culture boards, leadership and staffs in the next 12 months.

Promotion

Strategy 1

Expand the market share for Louisville's arts and culture locally and nationally

ACTION 1 Create a marketing committee of marketing directors from organizations to create strong relationships and shared marketing opportunities and collaborations.

ACTION 2 Partner with Tourism, GLI, Community Marketing Committee to provide content for regional and national arts and culture media.

ACTION 3 Foster collaborations between arts institutions to lower the cost of marketing while increasing reach.

ACTION 4 Create an institutional marketing plan for Louisville arts.

Strategy 2

Create Fund for Big Ideas

ACTION 1 Aim to build recognition in Louisville and outside Louisville for artistic accomplishment, focusing on collaborations

ACTION 2 Explore the creation of authentic nationally-recognized arts and culture events that will draw people to the region.

Strategy 3

Coordinate closely with Louisville Tourism, Southern Indiana Tourism and Kentucky Tourism to build Louisville's brand and leverage opportunities for arts and culture with tourists and locals.

ACTION 1 Create a campaign focused on reintroducing locals to arts and culture and bringing locals back to events and performances post COVID.

ACTION 2 Build a suggested Arts & Culture sample tour including content and routing that can be promoted through local tour companies. Throughout the tour, promote current events, performances and exhibits to encourage ticket sales and admissions. Leverage this tour for locals to re-introduce our Arts & Culture assets to our community post-covid.

ACTION 3 Develop arts connections and product offerings that relate to Louisville Tourism's brand pillars to create new opportunities for tourist visits and revenue.

ACTION 4 Continue ongoing arts education for Louisville Tourism ambassador program and Hospitality Nights to introduce new and existing events and venues.

Strategy 4

Position arts and culture assets of our community to attract business and talent.

ACTION 1 Develop a new resident/employee ArtsLou101 orientation program to support economic development and introduce/reintroduce residents to the arts and culture community, promote participation such as ticket sales and memberships, and engagement such as volunteering and board service, in coordination with local chambers, realtors and businesses.

ACTION 2 Coordinate with economic development to leverage the rich, diverse arts and culture community to attract new business to the region.

